

Buffalo Region Review

April 28, 1998

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Buffalo Region Review

~~April 28, 1998~~

MAY 22, 1998

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TOPICS

1. Volume Performance
2. CIV by Trade Channels
3. % CIV Low Volume
4. Share Performance
5. Product Availability
6. Presence
7. Promotion
8. Individual Business Plans
9. ~~ROU Overview~~ Doral / Mowarch Discussion
10. Resource Utilization

11. 1998 Performance Standards

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Volume Performance

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Volume Performance

1998

1998 Brand Volume Performance

Brand	YTD Volume	YTD 1998		Percent Change
		vs. 1997		
Total Camel	23,356 27,090	- 1,979	- 1609	- 7.18 - 5.61
Total Winston	26,646 29,751	- 138	- 284	- 52 - .95
Total Win. Base	24,859 27,698	+ 844	+ 792	+ 3.69 + 2.94
Total Win. Select	1,787 2,054	- 1,022	- 1,075	- 36.38 - 34.36
Total Salem	16,438 18,724	- 1,357	- 1,341	- 7.63 - 6.68
RJR Full Price	72,777 82,835	- 4,404	- 4,095	- 5.74 - 4.71
Total Doral	25,095 28,080	+ 880	+ 1,434	+ 3.63 + 5.38
Total Monarch	12,607 13,956	- 1,418	- 1,627	- 10.11 - 10.44
Forsyth	7,617 9,013	- 498	- 103	- 6.14 - 1.13
RJR Savings	45,955 51,789	- 1,222	- 467	- 2.59 - .89
RJR Total	118,732 134,623	- 5,626	- 4,563	- 4.52 - 3.28

Through 4/17/98

5/1/98

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1998 Brand Volume Performance

Camel:

<u>Brand</u>	<u>YTD Volume</u>	<u>YTD 1998</u> <u>vs. 1997</u>	<u>Percent Change</u>
Camel Filter Soft	4,702 1994	-443 -399	-19.53 -16.67
Camel Filter Box	3,525 4238	-404 -206	-10.28 -4.64
Camel Light Soft	2,020 2381	-538 -501	-21.03 -17.38
Camel Light Box	7,184 8293	-452 +680	+6.71 +8.93
Camel F Men Box	767 853	-238 -271	-23.68 -24.11
Camel Lt Men Box	864 942	-138 -181	-13.81 -16.12
Camel F Wides Box	854 978	-92 -80	-9.73 -7.56
Camel Lt Wides Box	485 556	-113 -116	-18.90 -17.26
Kamel Red Filter Box	784 374	+135 -67	+20.80 -15.19
Kamel Red Lt Box	451 522	+128 +87	+39.63 +20.00

5/1/98
Through 4/17/98

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1998 Brand Volume Performance

Winston:

<u>Brand</u>	<u>YTD Volume</u>	<u>YTD 1998</u> <u>vs. 1997</u>	<u>Percent Change</u>
Winston King	6,505 7271	-1,360 -1526	-17.29 -17.35
Winston Box	4,008 4475	+816 +873	+25.56 +24.24
Winston Lt. King	3,192 3562	-449 -547	-12.33 -13.31
Winston Lt Box	3,002 3310	+1,321 +1,412	+78.58 +74.39
Winston Lt. 100	1,983 2173	-347 -435	-14.89 -16.68
Winston Lt 100 Box	914 1038	+390 +443	+74.43 +74.45
Winston Ult King Box	657 724	+597 +654	+995.00 +934.29
Winston Ult 100 Box	390 428	+340 +371	+680.00 +650.88

Through ^{5/1/98}~~4/17/98~~

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Update
~~Comment~~

1998 Brand Volume Performance

Doral:

<u>Brand</u>	<u>YTD Volume</u>	<u>YTD 1998</u> <u>vs. 1997</u>	<u>Percent Change</u>
Doral FF Soft	1,548 1733	-408 -406	-20.86 -18.98
Doral FF King Box	1,115 1265	+360 +426	+47.68 +50.77
Doral Lt. Soft	1,863 2065	-329 -345	-15.01 -14.32
Doral Lt. King Box	1,119 1279	+328 +404	+41.47 +46.17
Doral FF Men King Box	448 482	+250 +262	+126.26 +119.09
Doral FF 100	2,506 2796	-616 -625	-19.73 -18.27
Doral FF 100 Box	1,303 1461	+692 +807	+113.26 +123.39
Doral Lt. 100	3,631 4,027	-618 -613	-14.54 -13.21
Doral Lt. 100 Box	1,558 1,774	+932 +1,098	+148.88 +162.43

5/1/98
Through 4/17/98

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Legato Account

**Top 20 Direct Accounts
March, 1998**

Direct Account	Responsible Manager/ASR	SIS #	YTD 97 Full Price	YTD 98 Full Price	YTD 97 Brand Savings	YTD 98 Brand Savings	YTD 97 RJR PL	YTD 98 RJR PL	YTD 97 Total RJR	YTD 98 Total RJR
McLane Northeast	S. Schwalm	375878	14,592	16,361	4,497	4,569	3,658	4,271	22,747	25,201
Attea	K. Jurgensen	026040	4,865	5,804	5,205	6,083	698	201	10,768	12,088
Norman Dressler/Klein Candy	J. McLean	162800/761406	6,071	7,434	1,481	1,697	42	23	7,594	9,154
Tripifoods	R. Duszynski	649920	3,844	3,317	1,937	1,985	421	180	6,202	5,482
A.D. Bedell	K. Jurgensen	448800	3,161	1,873	2,960	2,080	237	166	6,358	4,119
Finkle Dist.	R. Tanchyk	194040	925	1,399	671	996	40	79	1,636	2,474
Oneida	B. Steele	688125	753	572	869	653	445	979	2,067	2,204
Tops	R. Duszynski	842166	1,303	1,122	883	999			2,186	2,121
Stewart's Marketing	D. Keeney	441643	2,125	1,702	127	169			2,252	1,871
Capital Candy	R. Tanchyk	091800	1,130	1,195	516	532	0	72	1,646	1,799
Rite Aid	B. Steele	543630	1,504	1,440	334	338			1,838	1,778
P & C Warehouse	D. Keeney	482000	1,235	1,006	777	595	274	145	2,286	1,746
Wegmans	R. Duszynski	683400	991	873	627	610			1,618	1,483
Jones McIntosh	S. Schwalm	533288	570	673	559	764	42	10	1,171	1,447
Day Wholesale	S. Sheft	177968	686	589	562	770	33	41	1,281	1,400
T.B.I. Corp.	B. Cook	648240	1,160	860	339	371			1,499	1,231
Associated Grocers	B. Cook	238800	1,081	881	508	336			1,589	1,217
Dowlings	R. Tanchyk	315288	902	772	299	368	30	6	1,231	1,146
Auer & Co.	S. Schwalm	263000	533	534	495	588			1,028	1,122
Manchester Tobacco	B. Cook	396640	798	817	205	265	7	6	1,010	1,088

4/24/98

Top 20 YTD RJR Total: 80,171

Top 20 - Percent of Region Total 79.08%

April Report

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Trade Channel CIV
CIV Low Volume

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1998

- CIV by Trade Channels
- Low Volume % CIV

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Percent of Buffalo Region Cigarette Industry Volume

SIS

		<u>1995</u>	<u>1998</u>
CG	Convenience/Gas	38%	42%
SM	Supermarkets	18%	13%
CO	Cigarette Outlets	17%	24%
SF	Small Food	10%	6%
DG	Drug	10%	6%
DT	Discount	3%	4%
LQ	Liquor	2%	1%
TB	Tobacco News	2%	1%
	Other		3%

- 55% of Region's Cigarette Outlet business is sold through 106 Indian Reservation outlets.
- 302 Cigarette Outlet locations presently in Region.
- 77 Cigarette Outlet designations added during 1997.

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Buffalo Region Low Volume Cigarette Industry Volume

- **Predominately rural demographics in Region.**
- **Approximately 9% of total Region CIV sold in 0 - 74 CPW locations.**
- **Sales Force is focused on 75+ CPW accounts representing 91% of total CIV.**
- **Sales Reps contacted 60 - 74 CPW calls in 4th Quarter 97 to identify opportunity calls. An additional 2% of total Region CIV was targeted.**

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1998 Buffalo Region Low Volume Plan

Background Information

Due to the predominately rural demographics of the Region, the percentage of total CIV sold through low volume (<75 CPW) calls represents a small percentage of total Region CIV. Approximately 9% of total Region CIV is sold through these outlets. During 1997, the Sales Force was focused on working 75+ CPW accounts to ensure adequate call frequency across 91% of the Region CIV. These calls obviously present greater opportunity to positively impact our business due to their volume importance, as well as a generally greater commitment to the category vs. lower volume calls. While we have penetrated deeper into this low volume universe, the majority of our activities need to be focused against 75 + CPW calls.

In November, 1997 we dropped the 75 CPW guideline to 60 CPW. Sales Reps were given target lists of 60-74 CPW calls to contact to identify opportunity accounts. An additional 2% of Region CIV is sold in this universe. The Sales Force objective was to sell DPC to accounts that did not participate in the program as well as identifying accounts that warranted call frequency due to opportunity. Frequencies were assigned to opportunity calls with 313 calls in the 60-74 CPW range now having Sales Rep frequency of quarterly or monthly.

0 - 99 Independent Universe

- We are presently penetrating 1,883 accounts via DPC and or Sales Rep coverage. 649 calls have a Sales Rep frequency of quarterly or monthly assigned with 384 of these calls in the 0-74 CPW range and 265 calls in the 75-99 range. Approximately 50% of these calls are being contacted by PM and or BAT on a regular basis.
- RJR presently has permanent presence in 168 of these calls with 78% of these calls being paid \$25.00 per month on a RA contract.
- PM and BAT have some sort of permanent presence in approximately 50% of these calls. Competitive payments vary widely by store with both companies averaging a \$75.00 payment.

DPC Universe

The Region has approximately 1,240 accounts signed to DPC with indicators set as follows:

- Camel 4 carton indicator	519
- Camel 2 carton indicator	349
- Winston indicator	905
- Salem 2 carton indicator	170
- Salem 4 carton indicator	249
- Doral 2 carton indicator	222
- Doral 4 carton indicator	400

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Action Plan:

1998 Objectives:

1. Maintain / grow current DPC program universe
2. Further penetrate lower volume accounts (60-99 CPW) and commit resources in those calls where RJR can impact business.

Frequency / Coverage:

- Sales Representatives to continue contacting 60-99 CPW accounts to identify opportunity calls. RBM to furnish updated target list by assignment.
- Metro areas are top priority. Specifically Buffalo metro and southern Albany Division assignments.
- Assign quarterly or monthly frequency based on opportunity.

Presence:

- Maintain permanent presence in 60-99 CPW calls where presently contracted if beneficial (168 calls).
- We estimate that approximately 100 additional calls are targeted to gain permanent presence.
- Present \$25.00 RA payment should be sufficient in most calls to maintain presence for three brands. Doral should be top priority as much of the competitive activity is centered around the savings category.
 - Present monthly contract cost = \$ 7,752.00
 - Proposed monthly contract cost = \$10,252.00

Evaluation:

- Call penetration to be measured on a quarterly basis back to 649 present calls with Sales Rep frequency of quarterly or monthly, 0-99 carton per week calls.
- Permanent presence to be measured on a quarterly basis back to 168 presently contracted calls, 0-99 carton per week calls.
- Number of DPC accounts evaluated on a quarterly basis to measure increase or decrease of participation.

LVPLAN98.DOC

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Share Performance

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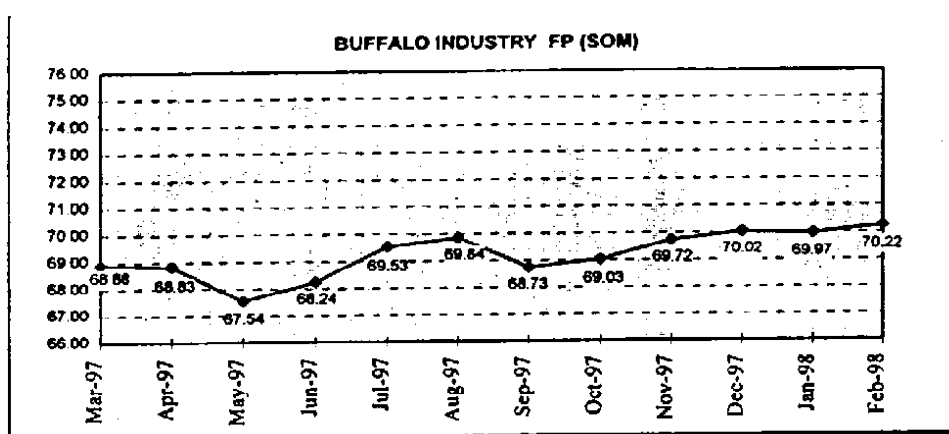
1998 Share Performance

1998 YTD vs. Objectives

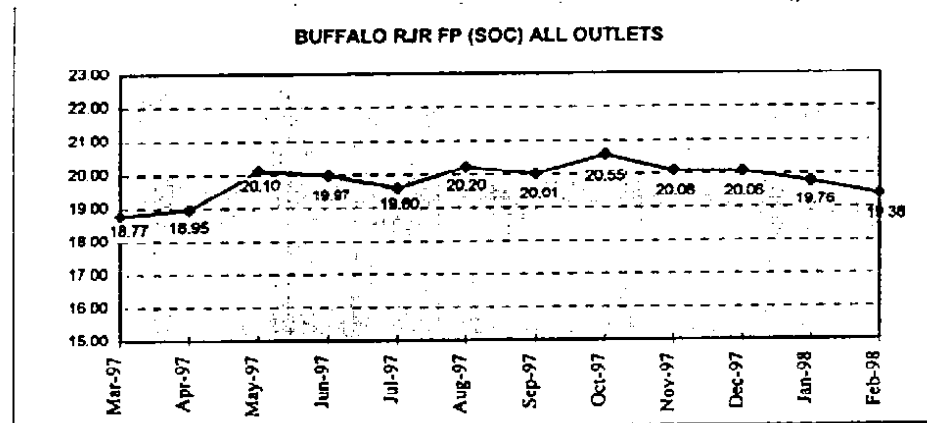
	May/Dec 1997	YTD <i>March</i> 1998 <i>update thru March</i>	Difference
RJR F.P. SOC	20.07	19.57 19.51	- .50 - .57
Winston Base SOC	6.50	6.72 6.73	+ .22 + .23
Camel (x-reg) SOC	5.05	4.97 4.96	- .08 - .09
Camel (x-reg) / Winston Base SOC	11.55	11.68 11.69	+ .13 + .14
Doral SOC	16.28	17.44 17.33	+1.16 +1.06

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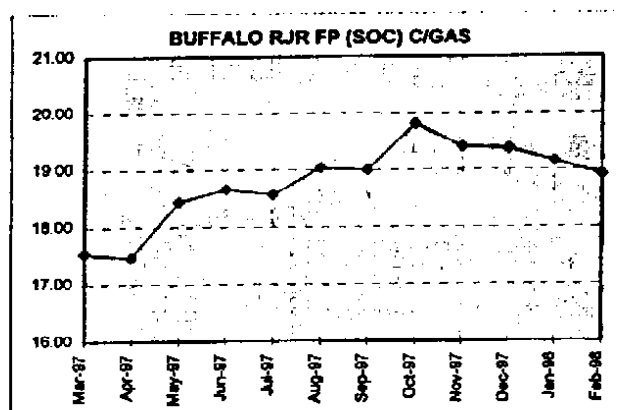
12 MONTH TRENDS



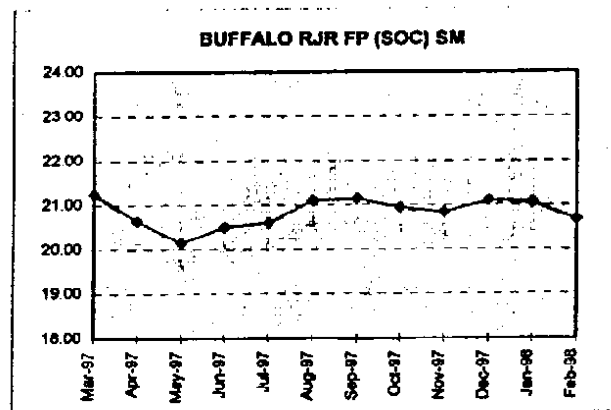
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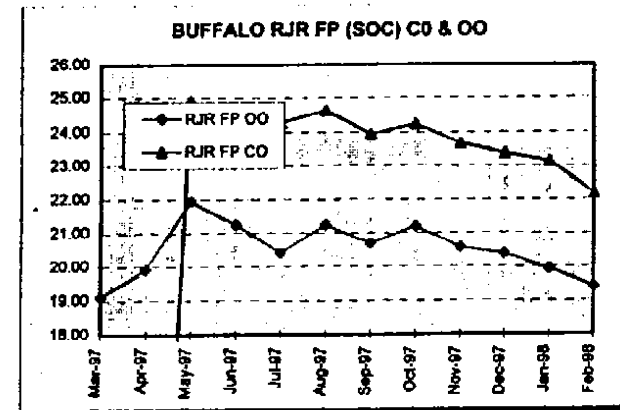
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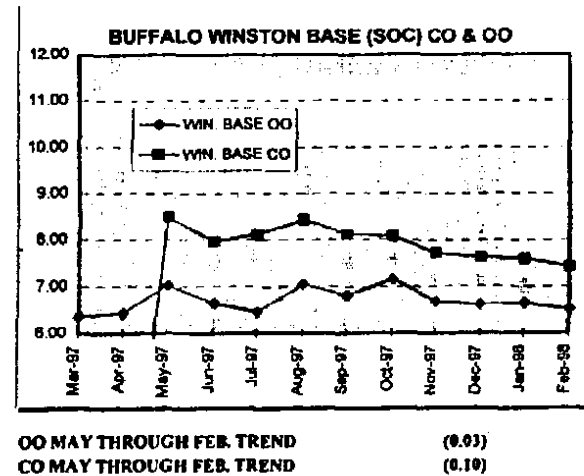
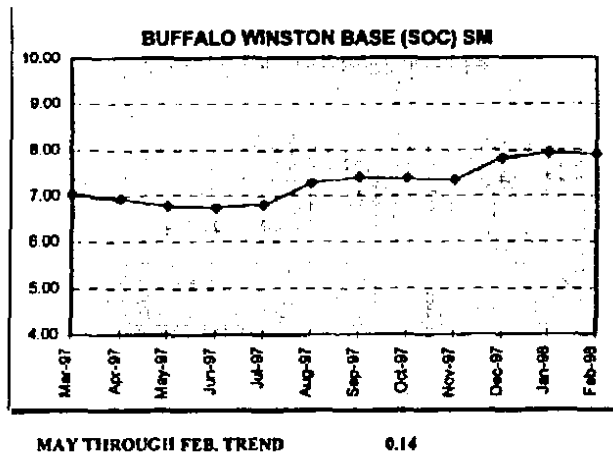
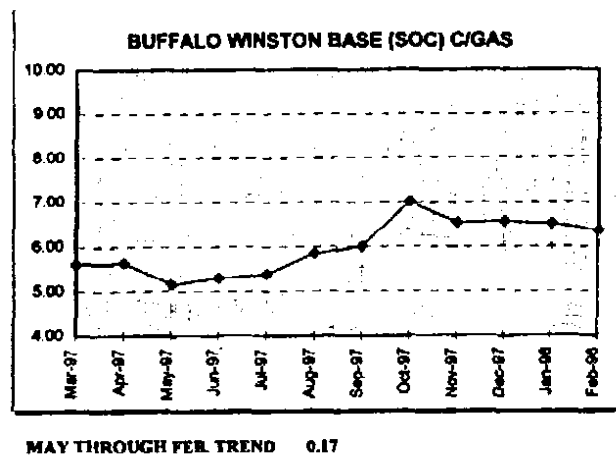
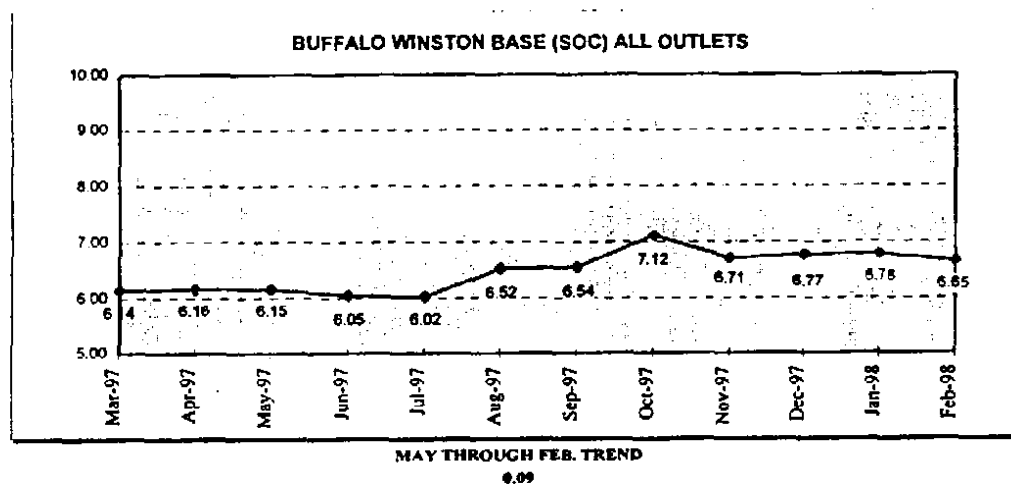
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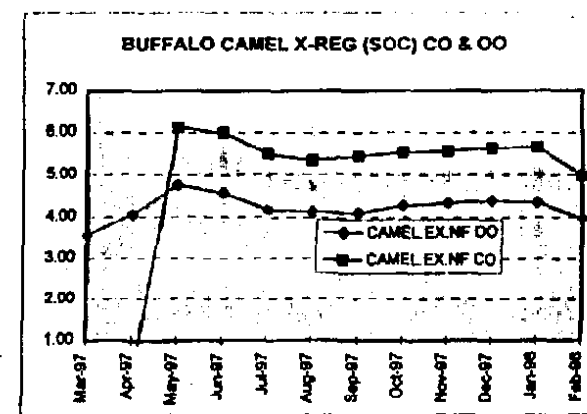
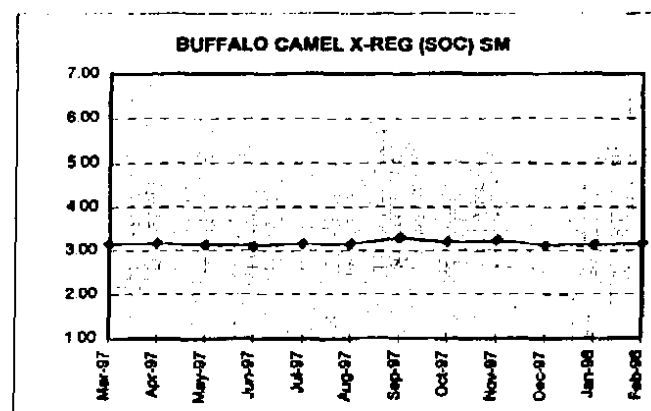
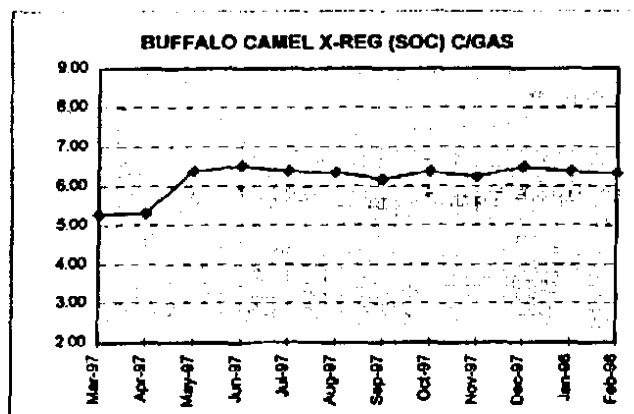
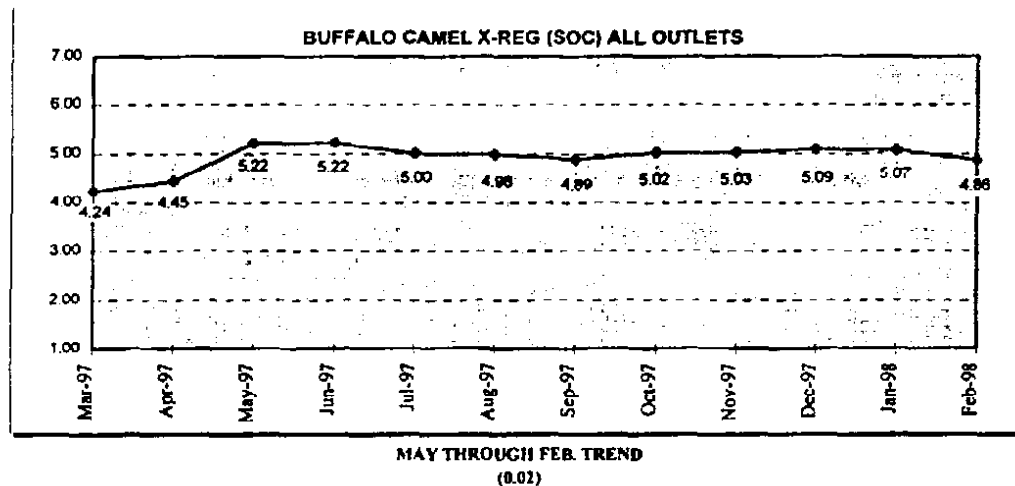
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12 MONTH TRENDS

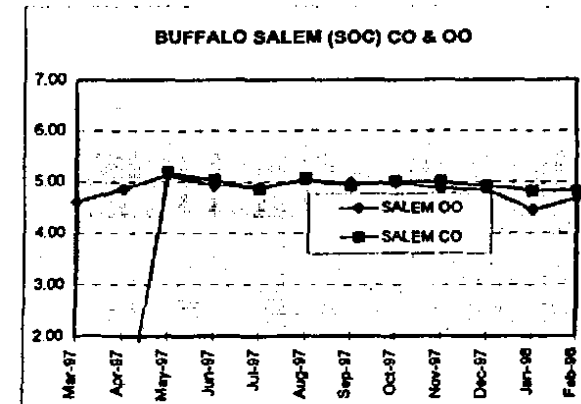
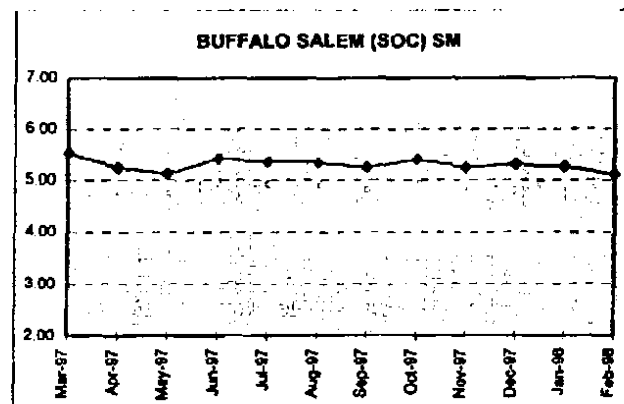
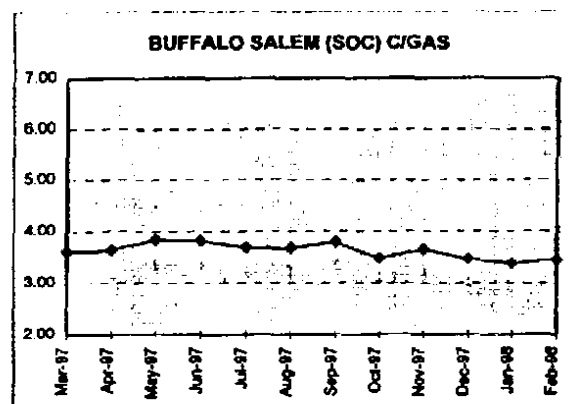
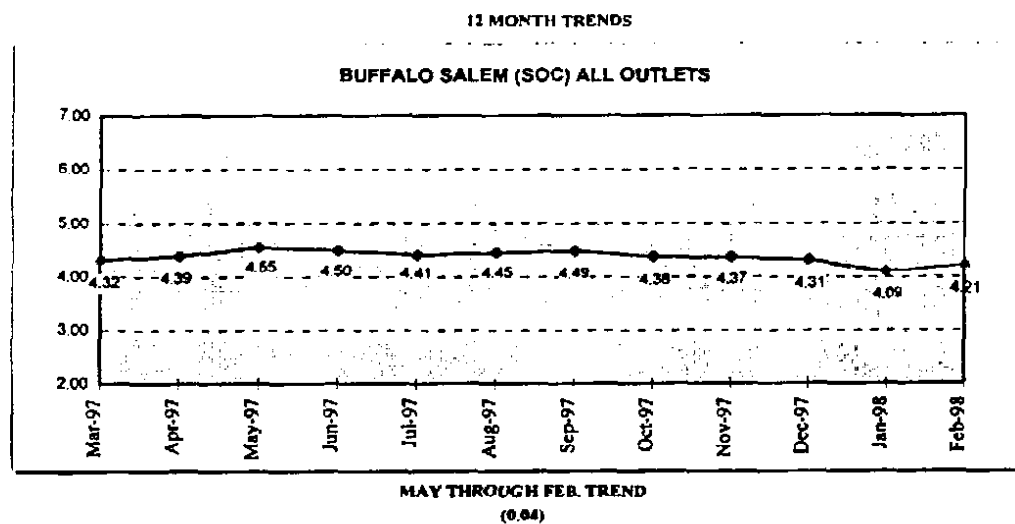


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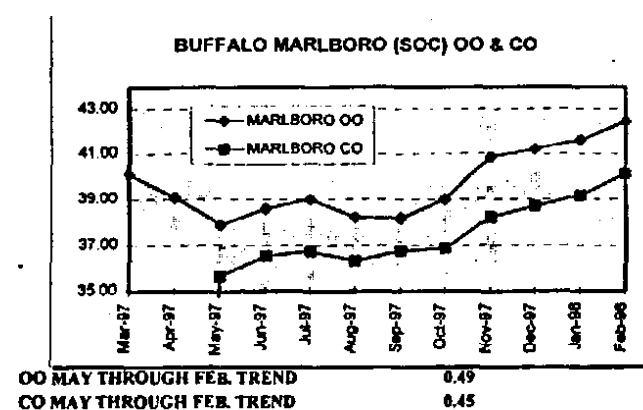
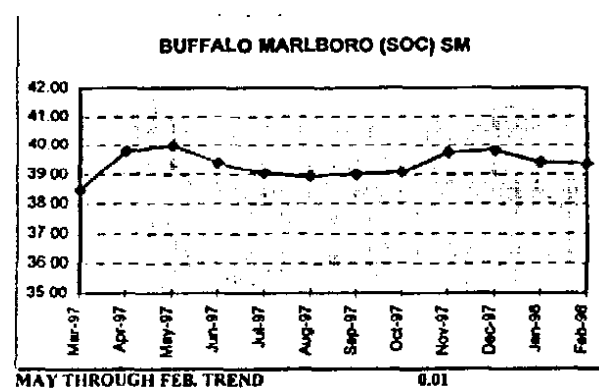
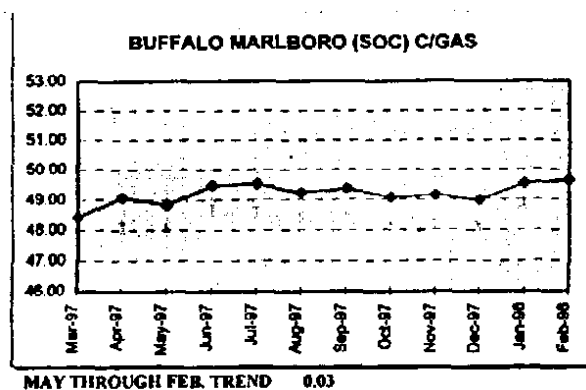
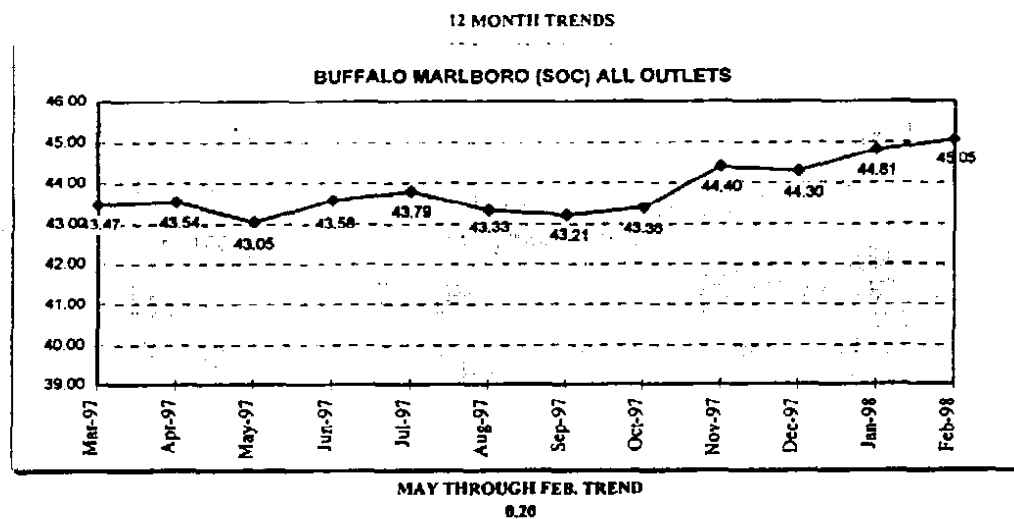
12 MONTH TRENDS



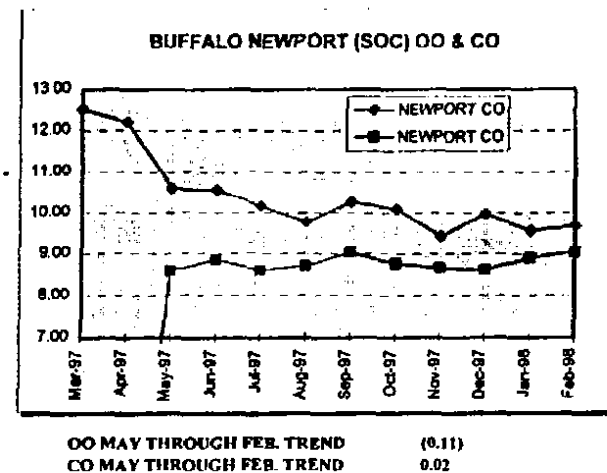
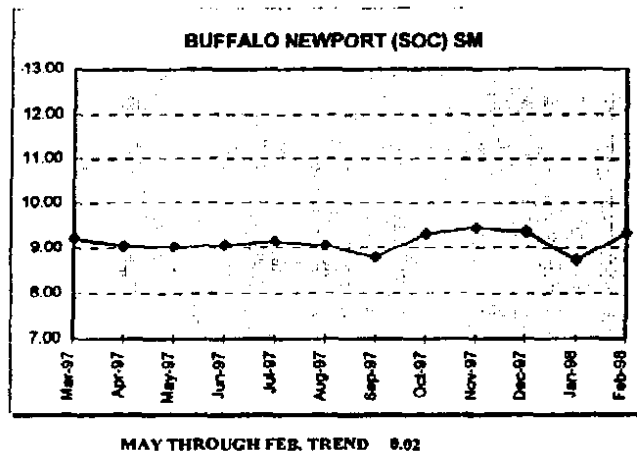
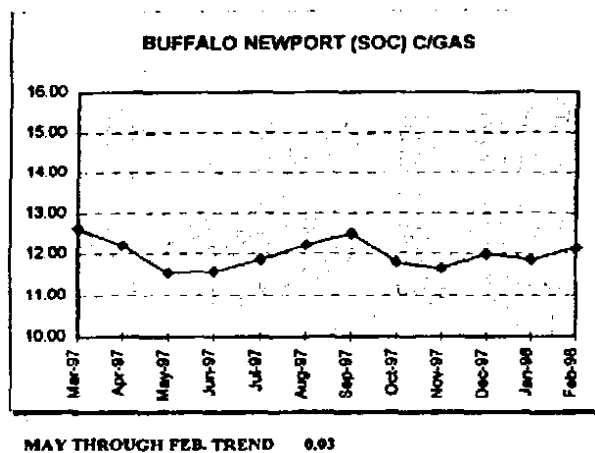
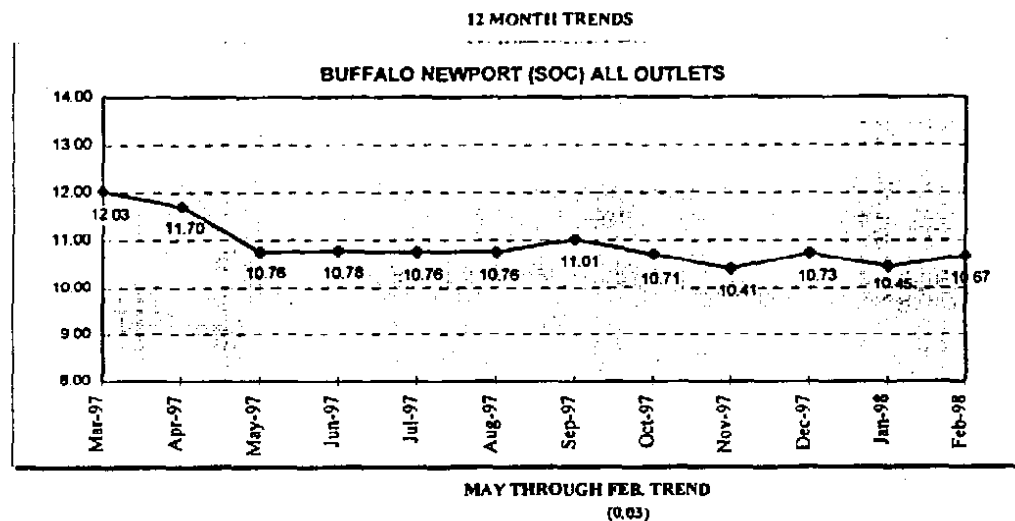
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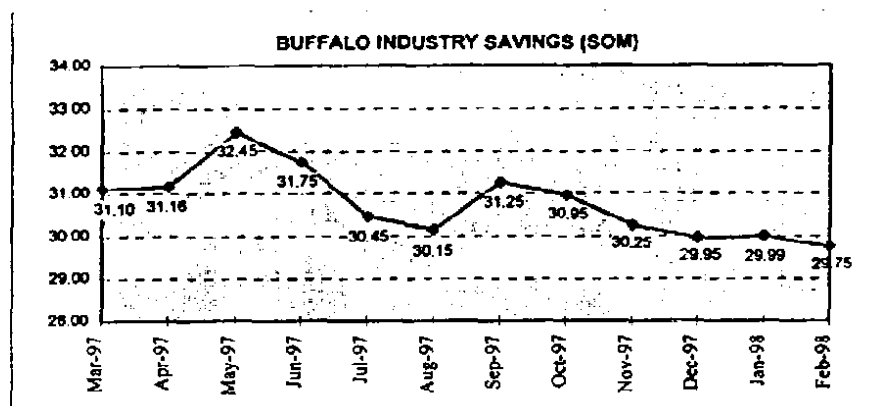


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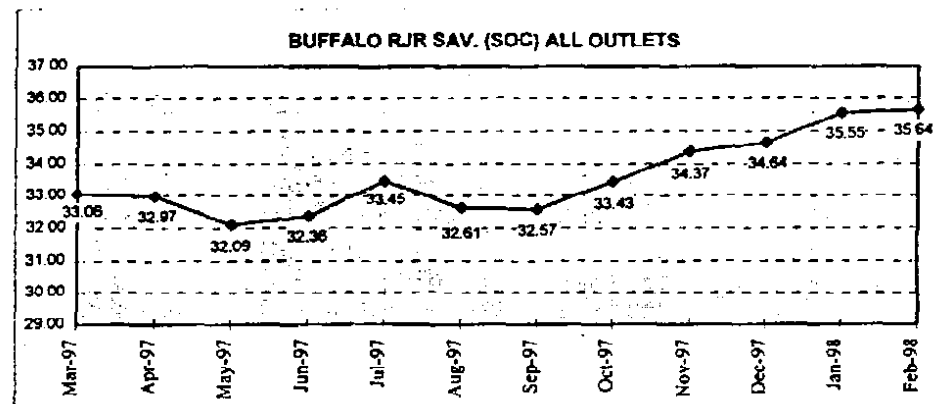


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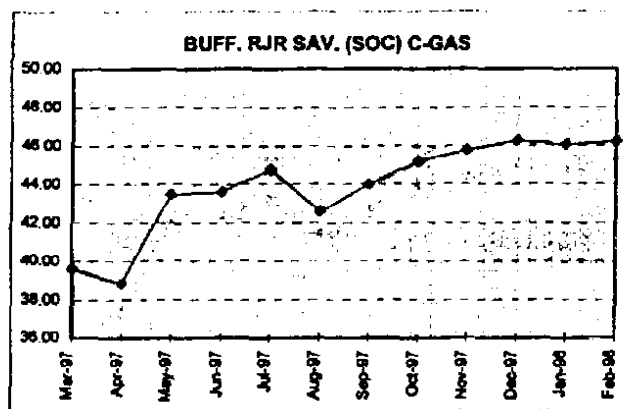
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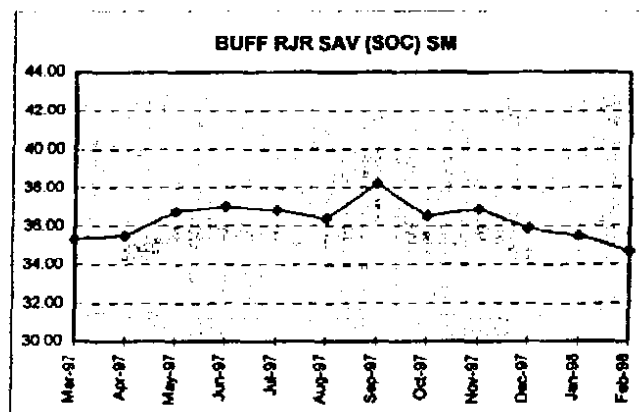
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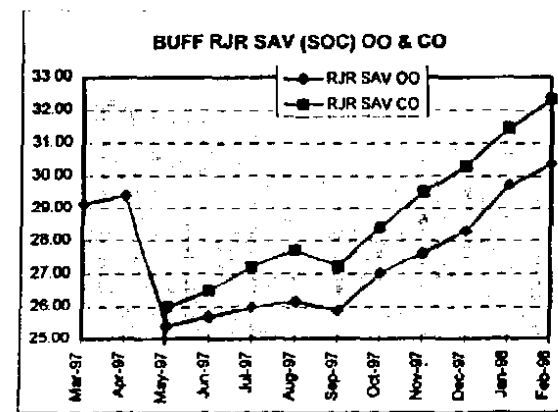
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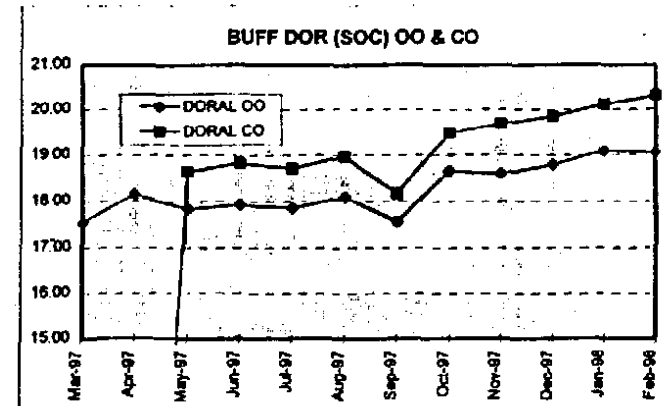
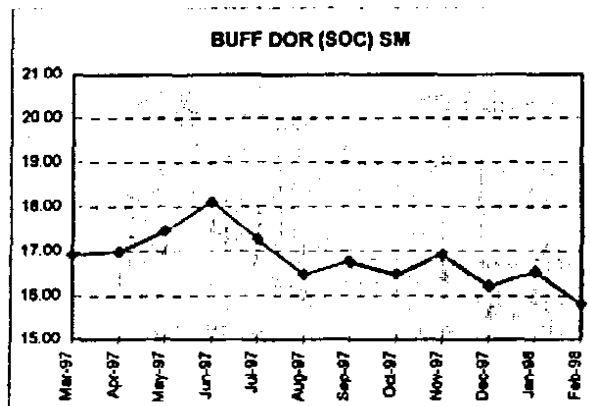
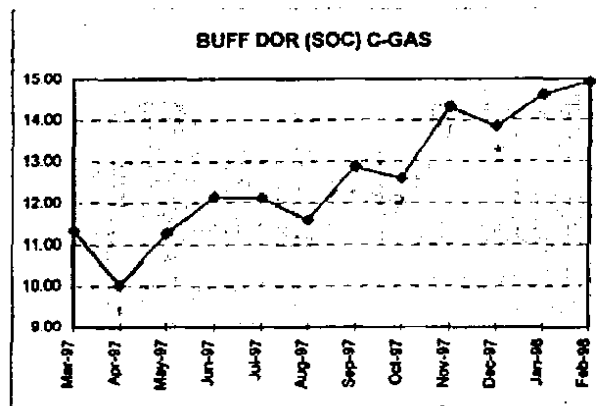
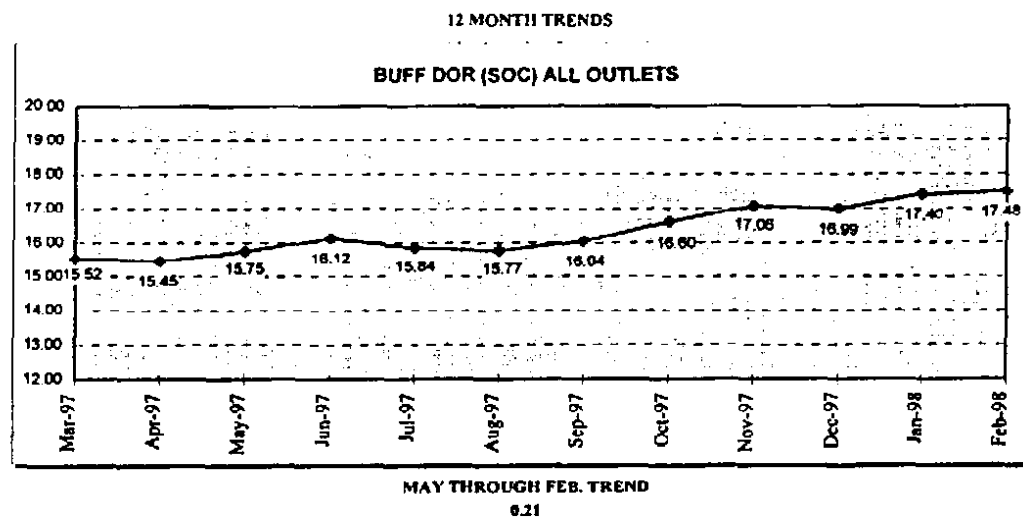


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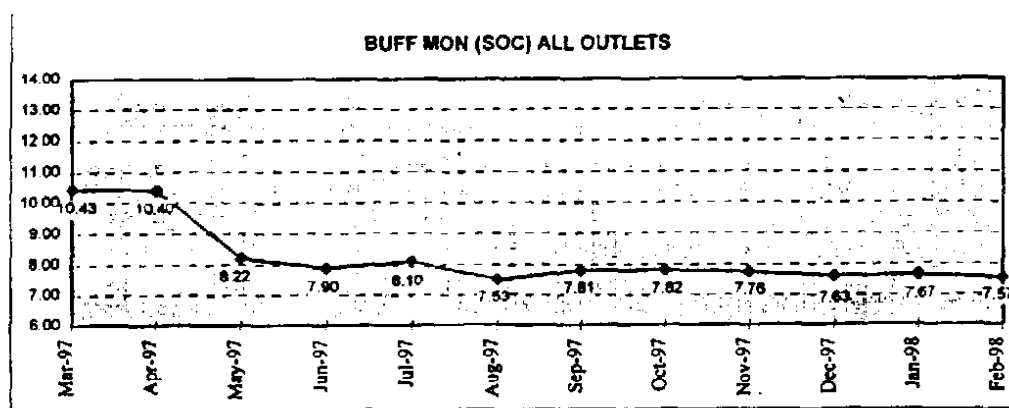
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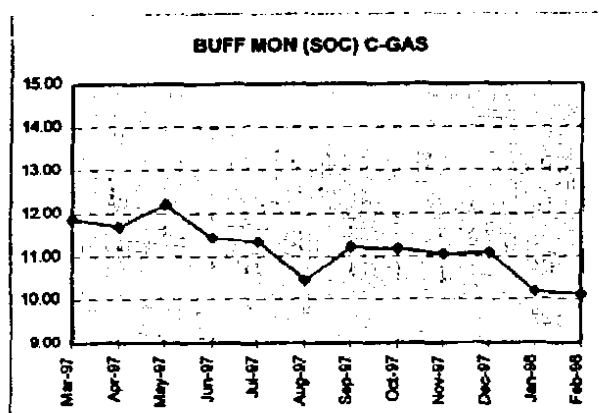


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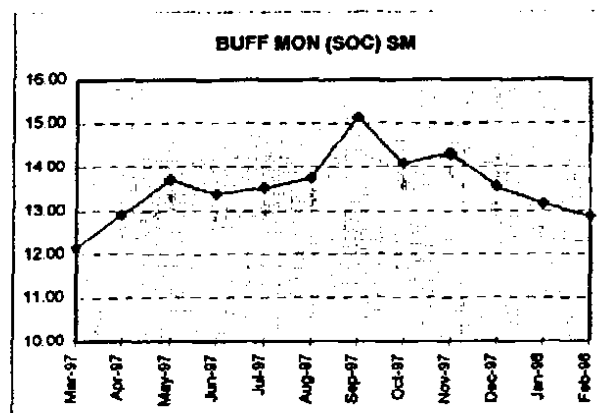
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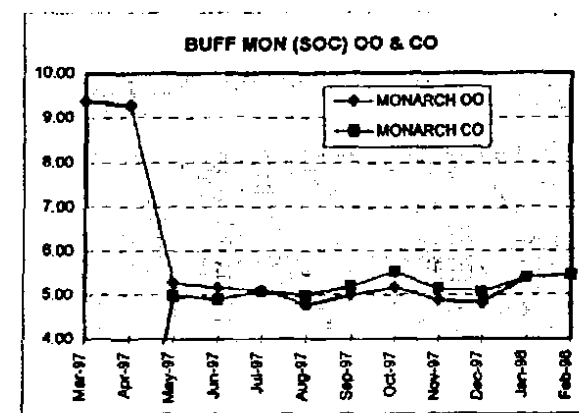
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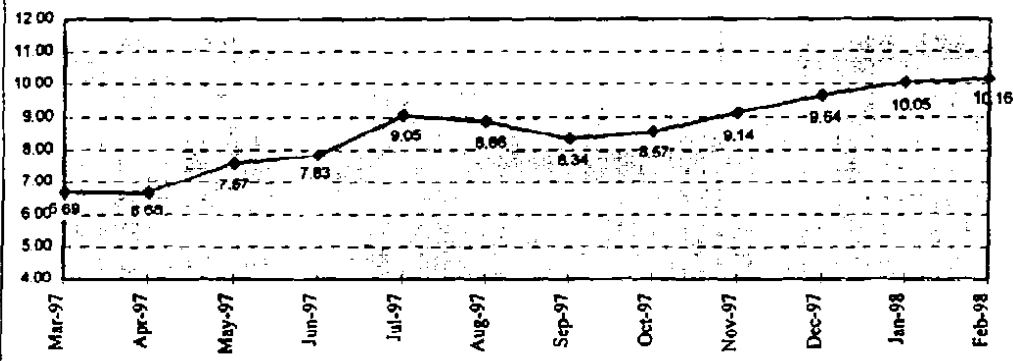


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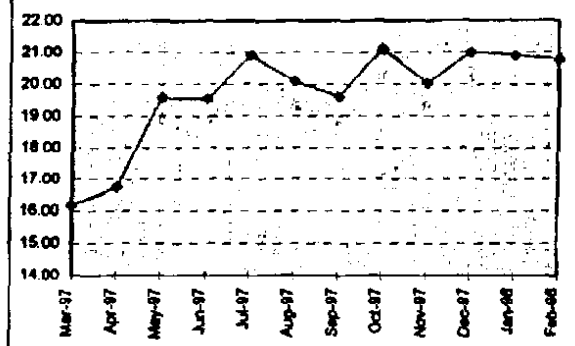
12 MONTH TRENDS

BUFF FOR (SOC) ALL OUTLETS



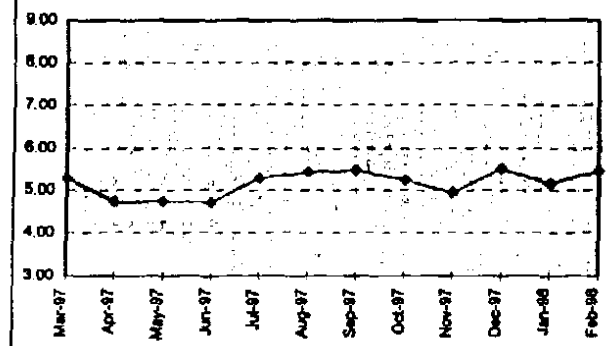
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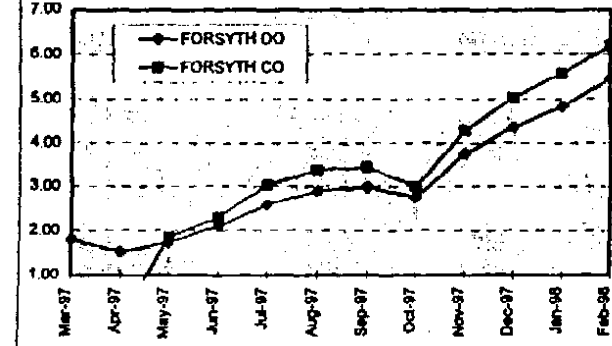
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BUFF FOR (SOC) SM



MAY THROUGH FEB. TREND 8.05

BUFF FOR (SOC) OO & CO

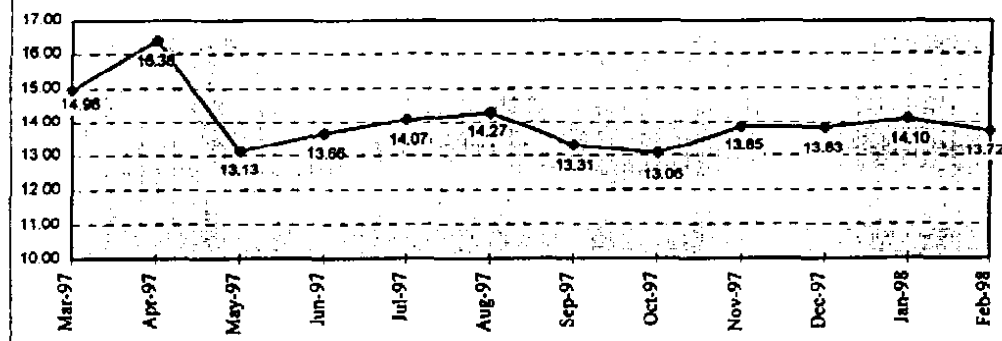


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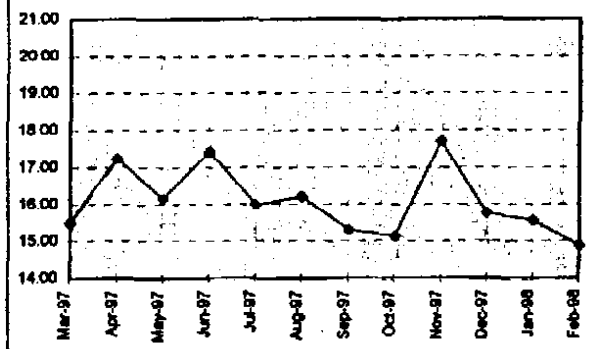
12 MONTH TRENDS

BUFF BASIC (SOC) ALL OUTLETS



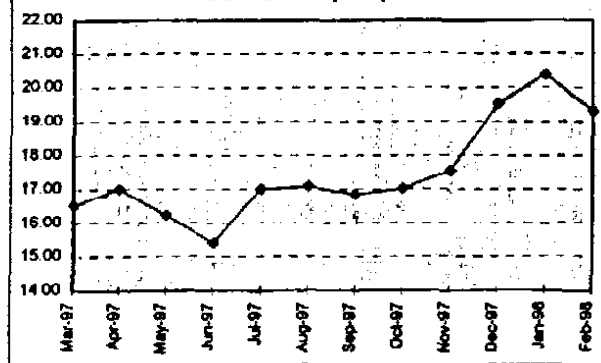
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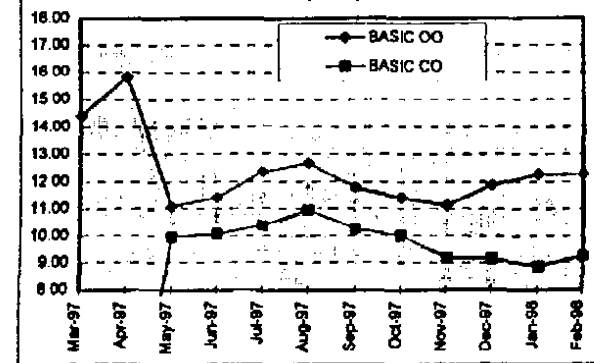
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BUFF BASIC (SOC) SM



MAY THROUGH FEB. TREND 0.46

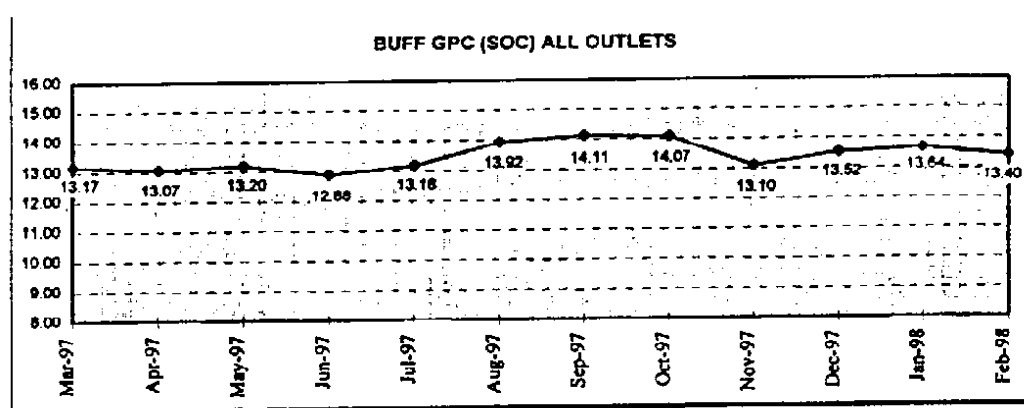
BUFF BASIC (SOC) OO & CO



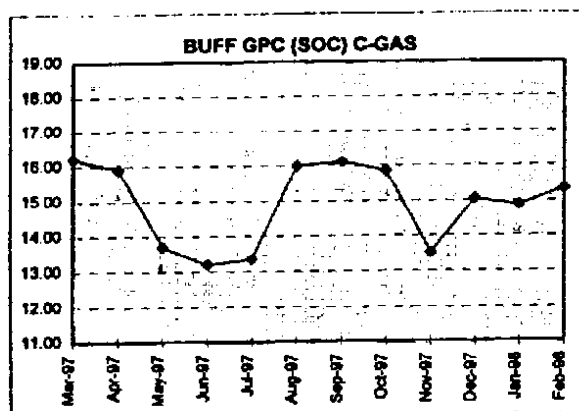
OO MAY THROUGH FEB. TREND 0.06
CO MAY THROUGH FEB. TREND (0.16)

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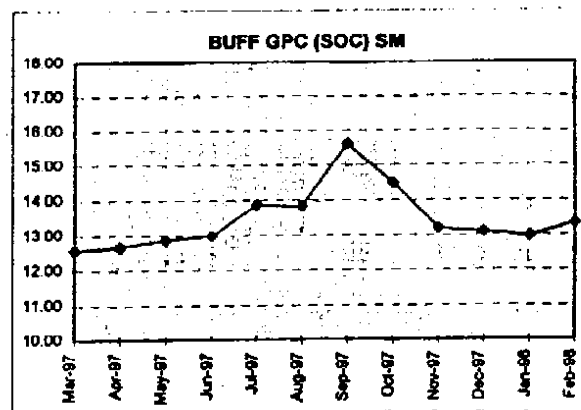
12 MONTH TRENDS



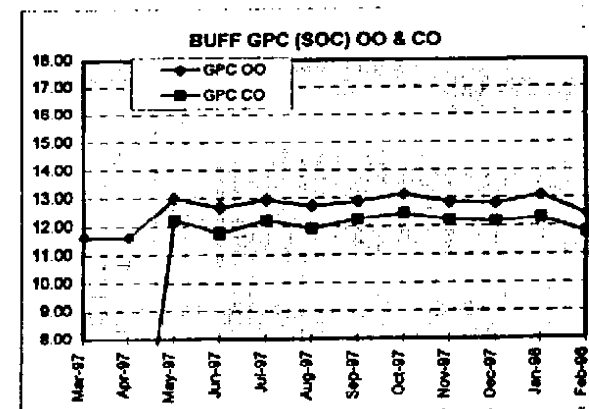
MAY THROUGH FEB. TREND
8.84



MAY THROUGH FEB. TREND 8.16



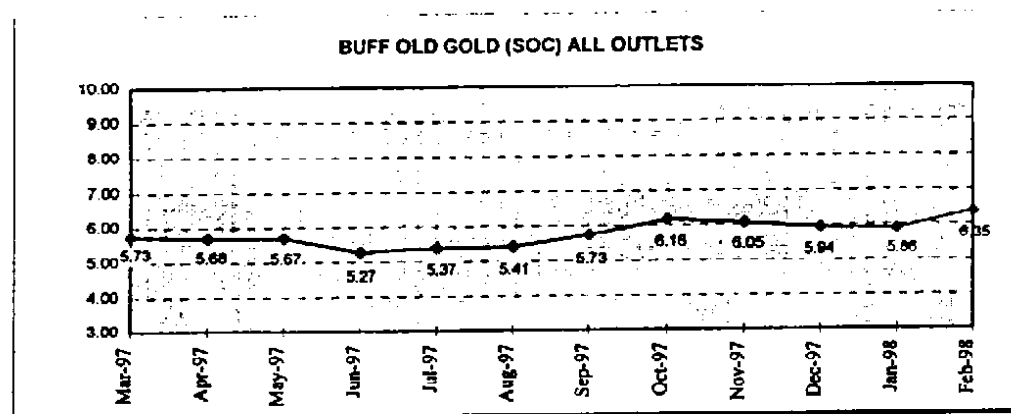
MAY THROUGH FEB. TREND (8.02)



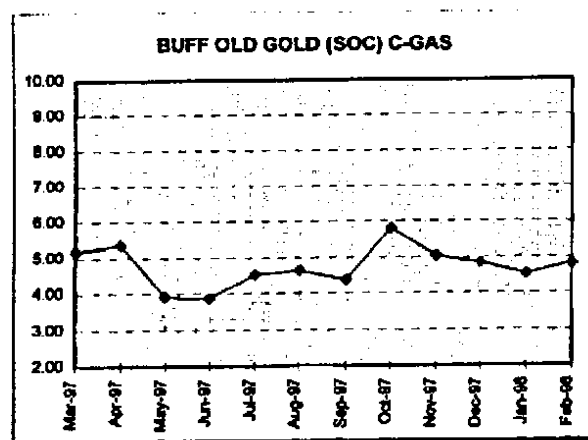
OO MAY THROUGH FEB. TREND (8.02)
CO MAY THROUGH FEB. TREND 8.08

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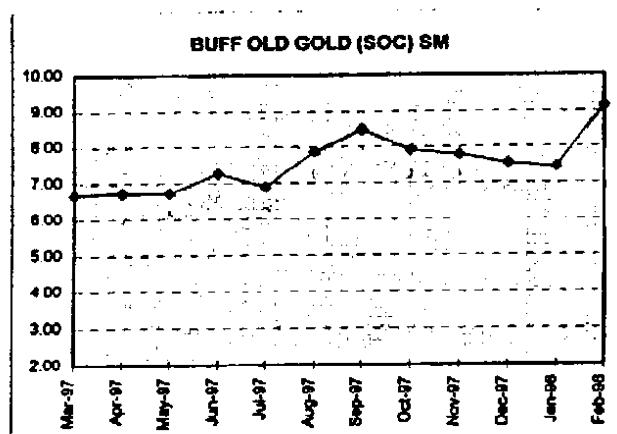
12 MONTH TRENDS



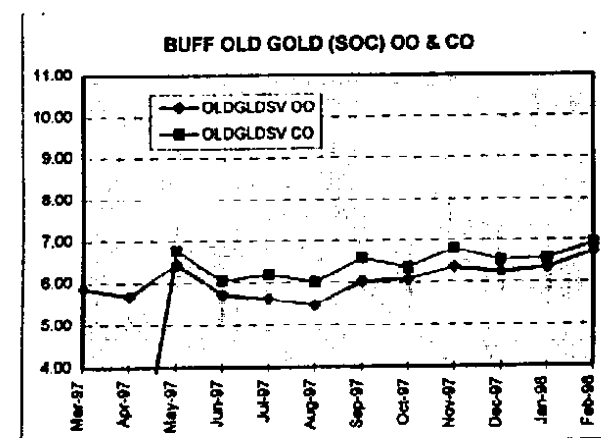
MAY THROUGH FEB. TREND
6.09



MAY THROUGH FEB. TREND 6.16



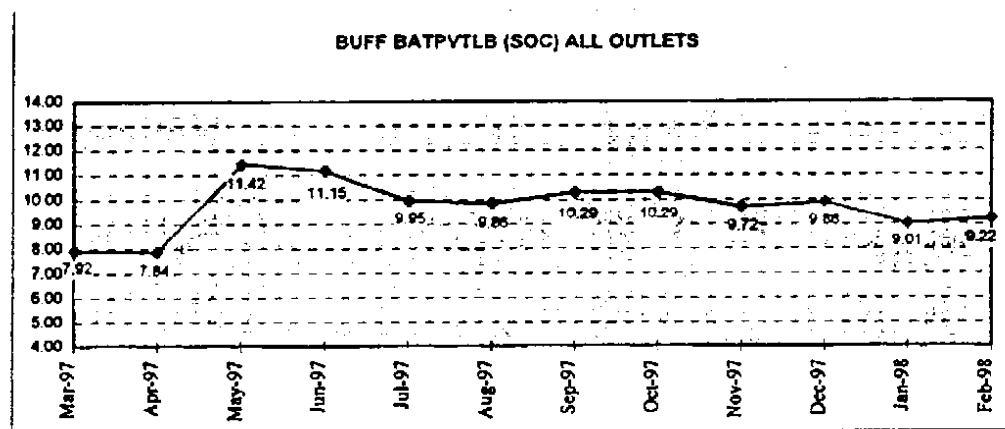
MAY THROUGH FEB. TREND 6.15



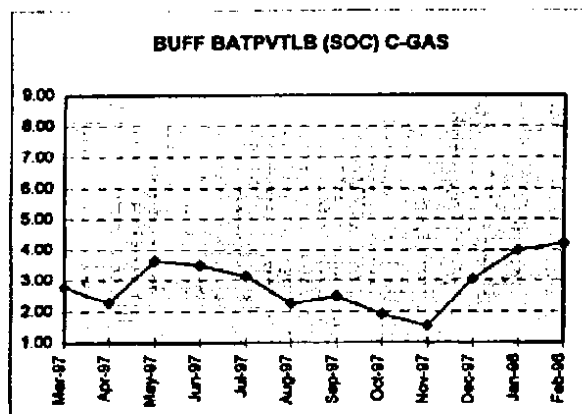
OO MAY THROUGH FEB. TREND 6.98
CO MAY THROUGH FEB. TREND 6.05

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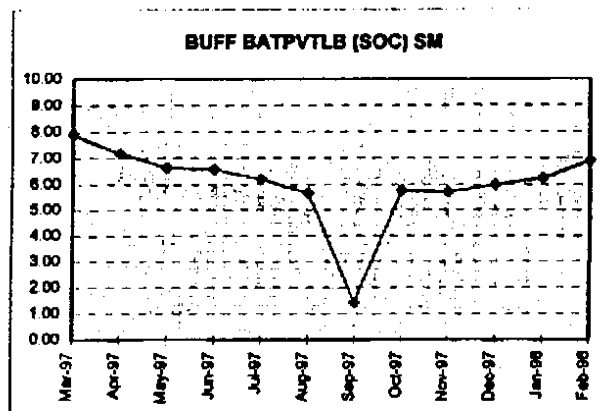
12 MONTH TRENDS



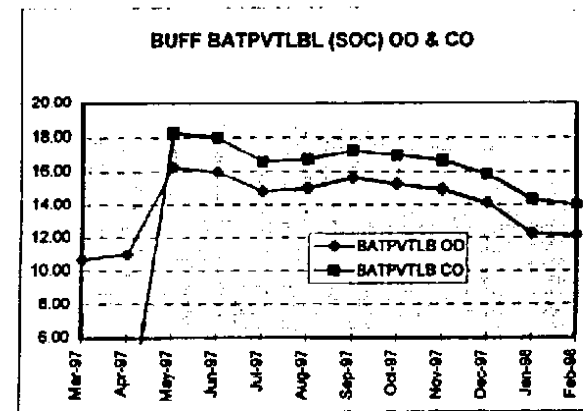
MAY THROUGH FEB. TREND
(9.22)



MAY THROUGH FEB. TREND 0.93



MAY THROUGH FEB. TREND 0.62



OO MAY THROUGH FEB. TREND (0.46)
CO MAY THROUGH FEB. TREND (0.41)

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Buffalo Region - 1600

AIM SHARE - CONVENIENCE & GAS STORES

4/22/98

Gas/Convenience 1600	1st Qtr. 1997	2nd Qtr. 1997	3rd Qtr. 1997	4th Qtr. 1997	1st Qtr. 1998	Vs. Previous Period
Industry Full Price	74.58%	75.01%	75.64%	75.16%		(0.48)%
Industry Savings	25.42%	24.99%	24.36%	24.84%		0.48 %
RJR Share of Market	23.07%	22.88%	22.20%	23.34%		1.14 %
RJR Share of Full Price	18.47%	18.58%	18.11%	19.20%		1.09 %
RJR Share of Savings	36.56%	35.80%	29.68%	35.90%		6.22 %
Cam-X-Reg Share FP	6.63%	7.34%	6.63%	7.01%		0.38 %
Salem Share FP	3.33%	3.22%	3.15%	3.18%		0.03 %
Winston Base Share FP	0.00%	0.00%	0.00%	0.00%		0.00 %
Monarch SOSav	9.54%	9.25%	9.34%	8.42%		(0.92)%
Doral SOSav	12.82%	14.16%	13.32%	14.58%		1.26 %
Marlboro Share FP	52.02%	51.92%	51.76%	50.81%		(0.95)%
Basic SOSav	14.57%	15.94%	16.08%	16.77%		0.68 %
Newport Share FP	12.66%	12.16%	12.90%	12.74%		(0.16)%
Old Gold SOSav	5.85%	6.01%	5.91%	5.60%		(0.30)%
Kool Share FP	2.62%	2.81%	2.59%	2.79%		0.20 %
GPC SOSav	15.76%	15.35%	16.83%	16.52%		(0.31)%
P.Stock SOSav	6.78%	6.62%	6.68%	6.57%		(0.12)%

AIM SHARE - ALL OUTLETS

All Outlets 1600	97 Base Jan - Dec.	1st Qtr. 1997	2nd Qtr. 1997	3rd Qtr. 1997	4th Qtr. 1997	1st Qtr. 1998	Vs. Previous Period	YTD 1998	YTD '98 vs. '97 Base	YTD vs. '98 Objective
Industry Full Price	70.53%	69.63%	70.29%	70.71%	70.55%		(0.16)%			
Industry Savings	29.47%	30.37%	29.71%	29.29%	29.45%		0.16 %			
RJR Share of Market	22.39%	22.62%	22.67%	22.37%	22.61%		0.24 %			
RJR Share of Full Price	18.82%	18.86%	19.05%	18.78%	18.90%		0.12 %			
RJR Share of Savings	30.93%	31.25%	31.23%	31.01%	31.49%		0.48 %			
Cam-X-Reg Share FP	4.85%	4.78%	5.51%	4.87%	4.74%		(0.13)%			
Salem Share FP	3.99%	4.16%	3.97%	3.96%	3.91%		(0.05)%			
Winston Base Share FP	6.47%	0.00%	0.00%	0.00%	0.00%		0.00 %			
Monarch SOSav	9.05%	8.75%	8.33%	8.68%	9.07%		0.38 %			
Doral SOSav	15.58%	15.23%	15.84%	15.57%	16.27%		0.69 %			
Marlboro Share FP	45.21%	45.43%	46.50%	45.05%	44.45%		(0.60)%			
Basic SOSav	15.80%	14.94%	15.77%	16.36%	16.21%		(0.15)%			
Newport Share FP	13.25%	13.01%	12.03%	13.23%	13.91%		0.68 %			
Old Gold SOSav	5.34%	5.00%	5.50%	5.24%	5.59%		0.35 %			
Kool Share FP	3.63%	3.60%	3.44%	3.76%	3.79%		0.03 %			
GPC SOSav	16.09%	14.94%	15.74%	16.31%	16.64%		0.33 %			
P.Stock SOSav	6.85%	8.09%	7.07%	6.55%	6.08%		(0.47)%			

* 1998 Objectives
 - RJR Full Price SOC -.08
 - Winston Base SOC +.15
 - Camel SOC +.44
 - Doral SOC +1.13

51854 7635

4/22/98

Syracuse Division 1622

ARE - GAS & CONVENIENCE STORES

Syracuse Division 1622	1st Qtr 1997	2nd Qtr. 1997	3rd Qtr. 1997	4th Qtr. 1997	1st Qtr 1998	Share Variance vs. Region
Full Price	72.33%	72.68%	73.75%	73.17%		(1.99)%
Savings	27.67%	27.32%	26.25%	26.83%		1.99 %
re of Market	21.67%	21.56%	21.56%	22.11%		(1.23)%
re of Full Price	17.82%	17.41%	17.66%	18.10%		(1.10)%
re of Savings	31.74%	32.62%	32.54%	33.03%		(2.87)%
Reg Share of FP	6.35%	6.29%	5.86%	6.94%		(0.07)%
Share FP	3.60%	3.58%	3.59%	3.52%		0.35 %
Base Share FP	0.00%	0.00%	0.00%	0.00%		0.00 %
Share Savings	5.05%	5.06%	4.83%	4.43%		(3.99)%
Share Savings	17.01%	18.02%	18.28%	18.50%		3.92 %
Share FP	52.99%	53.73%	53.73%	52.70%		1.90 %
Share Savings	18.34%	18.84%	20.08%	20.06%		3.29 %
Share FP	13.49%	13.27%	13.42%	13.94%		1.20 %
Share Savings	5.88%	5.97%	5.70%	5.57%		(0.03)%
Share FP	3.11%	2.98%	2.77%	2.77%		(0.02)%
Share Savings	14.12%	13.92%	14.82%	14.28%		(2.25)%
Share Savings	6.85%	6.62%	6.30%	6.60%		0.03 %

ARE - ALL OUTLETS

Syracuse Division 1622	97 Base Jan - Dec	1st Qtr 1997	2nd Qtr. 1997	3rd. Qtr 1997	4th Qtr. 1997	1st Qtr 1998	Share Variance vs. Region	YTD 1998	YTD '98 vs '97 Base	YTD vs. 98 Objective
Full Price	67.11 %	65.88%	66.62%	67.71%	66.62%		(3.92)%			
Savings	32.89 %	34.12%	33.38%	32.29%	33.38%		3.92 %			
re of Market	22.97 %	23.14%	22.54%	22.54%	23.22%		0.61 %			
re of Full Price	19.43 %	19.51%	18.89%	19.12%	19.50%		0.60 %			
re of Savings	30.20 %	30.14%	29.82%	29.72%	30.65%		(0.84)%			
Reg Share of FP	4.70 %	4.94%	5.07%	4.67%	4.78%		0.04 %			
Share FP	4.75 %	4.70%	4.55%	4.44%	4.58%		0.67 %			
Base Share FP	9.99 %	0.00%	0.00%	0.00%	0.00%		0.00 %			
Share Savings	4.53 %	4.32%	4.29%	4.13%	4.00%		(5.07)%			
Share Savings	18.50 %	19.50%	19.54%	20.03%	20.55%		4.28 %			
Share FP	46.27 %	46.73%	47.65%	47.60%	46.85%		2.41 %			
Share Savings	14.88 %	15.82%	16.68%	16.88%	16.25%		0.04 %			
Share FP	12.53 %	12.60%	12.77%	12.59%	13.16%		(0.76)%			
Share Savings	5.00 %	5.27%	5.22%	5.48%	6.01%		0.42 %			
Share FP	3.72 %	3.53%	3.60%	3.42%	3.47%		(0.31)%			
Share Savings	12.47 %	12.52%	13.33%	14.87%	14.96%		(1.68)%			
Share Savings	10.60 %	10.96%	9.38%	8.30%	7.95%		1.87 %			

Objectives

Full Price SOC -.08
 Base SOC +.15
 SOC +.44
 SOC +1.13

51854 7636

4/22/98

Albany Division 1623

AIM SHARE - GAS & CONVENIENCE STORES

Albany Division 1623	1st Qtr. 1997	2nd Qtr. 1997	3rd Qtr. 1997	4th Qtr. 1997	1st Qtr. 1998	Share Variance vs. Region
Industry Full Price	75.66%	76.94%	77.81%	76.71 %		1.55 %
Industry Savings	24.34%	23.06%	22.19%	23.29 %		(1.55)%
RJR Share of Market	23.49%	21.53%	20.83%	21.76 %		(1.58)%
RJR Share of Full Price	19.51%	18.06%	18.01%	18.48 %		(0.72)%
RJR Share of Savings	35.86%	33.11%	30.72%	32.55 %		(3.35)%
Cam-X-Reg Share of FP	6.80%	6.59%	6.18%	6.32 %		(0.68)%
Salem Share FP	3.27%	3.08%	3.13%	2.91 %		(0.27)%
Winston Base SOC	0.00%	0.00%	0.00%	0.00 %		0.00 %
Monarch Share Savings	5.51%	5.26%	5.06%	4.68 %		(3.75)%
Doral Share Savings	9.22%	9.63%	9.68%	10.84 %		(3.74)%
Marlboro Share FP	47.51%	49.24%	49.23%	47.93 %		(2.88)%
Basic Share Savings	10.28%	11.65%	11.84%	12.07 %		(4.70)%
Newport Share FP	13.27%	13.16%	13.43%	13.82 %		1.08 %
Old Gold Share Savings	6.28%	6.67%	6.45%	6.26 %		0.66 %
Kool Share FP	3.41%	3.06%	2.91%	3.16 %		0.37 %
GPC Share Savings	14.93%	15.81%	18.33%	17.69 %		1.17 %
P.Stock Share Savings	13.54%	13.85%	13.30%	13.15 %		6.58 %

AIM SHARE - ALL OUTLETS

Albany Division 1623	97 Base Jan.-Dec.	1st Qtr. 1997	2nd Qtr. 1997	3rd Qtr. 1997	4th Qtr. 1997	1st Qtr. 1998	Share Variance vs. Region	YTD 1998	YTD '98 vs. '97 Base	YTD vs. '98 Objective
Industry Full Price	76.25 %	75.51%	76.25%	76.48%	76.06%		5.52 %			
Industry Savings	23.75 %	24.49%	23.75%	23.52%	23.94%		(5.52)%			
RJR Share of Market	20.21 %	21.30%	20.26%	19.82%	20.40%		(2.21)%			
RJR Share of Full Price	17.60 %	18.24%	17.50%	17.46%	17.76%		(1.14)%			
RJR Share of Savings	28.58 %	30.76%	29.11%	27.50%	28.80%		(2.69)%			
Cam-X-Reg Share of FP	5.04 %	6.10%	5.23%	5.00%	5.00%		0.26 %			
Salem Share FP	3.49 %	3.71%	3.50%	3.42%	3.38%		(0.53)%			
Winston Base SOC	5.72 %	0.00%	0.00%	0.00%	0.00%		0.00 %			
Monarch Share Savings	5.97 %	6.34%	6.05%	5.87%	5.52%		(3.54)%			
Doral Share Savings	11.99 %	11.75%	11.77%	11.92%	12.81%		(3.46)%			
Marlboro Share FP	45.34 %	44.39%	45.58%	45.98%	44.97%		0.52 %			
Basic Share Savings	13.71 %	12.71%	14.29%	13.62%	13.83%		(2.38)%			
Newport Share FP	13.80 %	13.81%	13.60%	13.83%	14.06%		0.14 %			
Old Gold Share Savings	7.01 %	6.95%	7.23%	7.13%	6.97%		1.38 %			
Kool Share FP	3.15 %	3.27%	3.18%	2.98%	3.29%		(0.50)%			
GPC Share Savings	18.05 %	16.49%	16.80%	19.32%	19.36%		2.72 %			
P.Stock Share Savings	8.94 %	7.03%	8.99%	9.12%	8.71%		2.64 %			

* 1998 Objectives

RJR Full Price SOC -.08
Winston Base SOC +.15
Jamel SOC +.44
Doral SOC +1.13

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4/22/98

Buffalo Division 1626

AIM SHARE - GAS & CONVENIENCE STORES

Buffalo Division 1626	1st Qtr. 1997	2nd Qtr. 1997	3rd Qtr. 1997	4th Qtr. 1997	1st Qtr. 1998	Share Variance vs. Region
Industry Full Price	74.42%	74.68%	76.03%	75.11%		(0.05)%
Industry Savings	25.58%	25.32%	23.97%	24.89%		0.05 %
RJR Share of Market	26.20%	26.38%	25.87%	26.82%		3.48 %
RJR Share of Full Price	17.84%	18.31%	18.22%	18.71%		(0.49)%
RJR Share of Savings	50.53%	50.20%	50.14%	51.31%		15.41 %
Cam-X-Reg Share FP	7.26%	7.74%	6.84%	7.03%		0.02 %
Salem Share FP	3.64%	3.70%	3.77%	3.84%		0.67 %
Winston Base Share FP	0.00%	0.00%	0.00%	0.00%		0.00 %
Monarch SOSav	19.54%	19.42%	19.17%	18.76%		10.34 %
Doral SOSav	15.15%	16.20%	15.13%	15.77%		1.19 %
Marlboro SOC	51.67%	52.18%	52.89%	51.38%		0.57 %
Basic SOS	15.10%	14.87%	16.12%	16.22%		(0.55)%
Newport SOC	14.05%	13.76%	13.80%	14.40%		1.66 %
Old Gold SOS	6.15%	6.19%	6.04%	5.82%		0.22 %
Kool SOC	2.82%	2.64%	2.59%	2.58%		(0.21)%
GPC SOS	8.04%	8.02%	7.98%	8.05%		(8.48)%
P. Stock SOS	0.88%	0.84%	0.96%	0.95%		(5.62)%

AIM SHARE - ALL OUTLETS

Buffalo Division 1626	97 Base Jan - Dec.	1st Qtr. 1997	2nd Qtr. 1997	3rd Qtr. 1997	4th Qtr. 1997	1st Qtr. 1998	Share Variance vs. Region	YTD 1998	YTD '98 vs. '97 Base	YTD vs. '98 Objective
Industry Full Price	68.53 %	67.44%	68.55%	69.23%	69.04%		(1.51)%			
Industry Savings	31.47 %	32.56%	31.45%	30.77%	30.96%		1.51 %			
RJR Share of Market	24.53 %	24.75%	25.48%	24.28%	24.41%		1.80 %			
RJR Share of Full Price	18.44 %	18.47%	18.95%	18.18%	18.29%		(0.61)%			
RJR Share of Savings	37.81 %	37.76%	39.74%	38.00%	38.06%		6.57 %			
Cam-X-Reg Share FP	4.54 %	4.39%	5.35%	4.30%	4.34%		(0.40)%			
Salem Share FP	4.56 %	4.72%	4.57%	4.49%	4.46%		0.56 %			
Winston Base Share FP	6.04 %	0.00%	0.00%	0.00%	0.00%		0.00 %			
Monarch SOSav	15.43 %	14.11%	14.84%	15.89%	15.58%		6.51 %			
Doral SOSav	16.19 %	15.78%	16.49%	15.70%	16.74%		0.48 %			
Marlboro SOC	42.04 %	41.36%	44.42%	42.00%	41.13%		(3.31)%			
Basic SOS	16.37 %	15.65%	14.86%	17.88%	17.14%		0.92 %			
Newport SOC	15.21 %	15.07%	13.76%	15.23%	16.14%		2.23 %			
Old Gold SOS	4.67 %	4.35%	5.13%	4.53%	4.75%		(0.84)%			
Kool SOC	5.09 %	5.33%	3.96%	5.40%	5.44%		1.65 %			
GPC SOS	9.55 %	8.50%	9.23%	9.86%	10.12%		(6.52)%			
P. Stock SOS	5.11 %	6.35%	5.07%	5.02%	4.30%		(1.78)%			

* 1998 Objectives

RJR Full Price SOC -.08
Winston Base SOC +.15
nel SOC +.44
Doral SOC +1.13

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4/22/98

Nashua Division 1638

AIM SHARE - GAS & CONVENIENCE STORES

Nashua Division 1638	1st Qtr. 1997	2nd Qtr. 1997	3rd Qtr. 1997	4th Qtr. 1997	1st Qtr. 1998	Share Variance vs. Region
Industry Full Price	75.82%	76.43%	76.55%	75.98%		0.82 %
Industry Savings	24.18%	23.57%	23.45%	24.02%		(0.82)%
RJR Share of Market	22.62%	22.18%	22.06%	23.15%		(0.19)%
RJR Share of Full Price	21.64%	21.46%	21.68%	22.49%		3.29 %
RJR Share of Savings	25.70%	24.51%	23.28%	25.23%		(10.67)%
Cam-X-Reg Share FP	9.67%	9.47%	9.19%	9.58%		2.57 %
Salem Share FP	2.34%	2.26%	2.25%	2.21%		(0.97)%
Winston Base Share FP	0.00%	0.00%	0.00%	0.00%		0.00 %
Monarch SOSav	7.61%	7.43%	7.27%	6.88%		(1.54)%
Doral SOSav	9.55%	10.03%	9.91%	11.41%		(3.17)%
Marlboro SOC	52.44%	52.46%	52.57%	51.42%		0.62 %
Basic SOS	17.56%	17.71%	18.37%	18.26%		1.50 %
Newport SOC	6.89%	7.01%	7.05%	7.31%		(5.43)%
Old Gold SOS	4.11%	4.96%	4.43%	4.45%		(1.15)%
Kool SOC	2.36%	2.47%	2.43%	2.54%		(0.24)%
GPC SOS	26.99%	28.02%	31.09%	30.02%		13.49 %
P. Stock SOS	5.63%	5.62%	5.19%	4.86%		(1.70)%

AIM SHARE - ALL OUTLETS

Buffalo Division 1626	97 Base Jan - Dec.	1st Qtr. 1997	2nd Qtr. 1997	3rd Qtr. 1997	4th Qtr. 1997	1st Qtr. 1998	Share Variance vs. Region	YTD 1998	YTD '98 vs. '97 Base	YTD vs. '98 Objective
Industry Full Price	72.48 %	72.01%	72.62%	72.77%	72.13%		1.58 %			
Industry Savings	27.52 %	27.99%	27.38%	27.23%	27.87%		(1.58)%			
RJR Share of Market	21.38 %	21.27%	21.04%	21.80%	22.01%		(0.60)%			
RJR Share of Full Price	21.55 %	21.26%	21.07%	22.15%	22.29%		3.39 %			
RJR Share of Savings	20.95 %	21.28%	20.95%	20.85%	21.29%		(10.20)%			
Cam-X-Reg Share FP	6.64 %	6.66%	6.62%	6.57%	6.78%		2.04 %			
Salem Share FP	2.74 %	2.77%	2.76%	2.77%	2.74%		(1.17)%			
Winston Base Share FP	8.45 %	0.00%	0.00%	0.00%	0.00%		0.00 %			
Monarch SOSav	6.12 %	6.49%	6.47%	6.01%	5.69%		(3.38)%			
Doral SOSav	11.59 %	11.14%	11.26%	11.72%	12.32%		(3.95)%			
Marlboro SOC	48.37 %	48.82%	48.69%	47.85%	47.85%		3.41 %			
Basic SOS	16.76 %	16.32%	16.79%	16.48%	16.93%		0.72 %			
Newport SOC	6.81 %	6.85%	6.89%	6.82%	6.98%		(6.93)%			
Old Gold SOS	5.03 %	4.39%	5.19%	5.09%	5.51%		(0.08)%			
Kool SOC	2.66 %	2.46%	2.75%	2.79%	2.69%		(1.09)%			
GPC SOS	31.51 %	31.08%	30.69%	32.57%	32.26%		15.62 %			
P. Stock SOS	4.25 %	4.72%	4.54%	3.97%	4.13%		(1.95)%			

* 1998 Objectives

RJR Full Price SOC -.08

Winston Base SOC +.15

Basic SOC +.44

Doral SOC +1.13

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Albany Division 1623

AIM SHARE - GAS & CONVENIENCE STORES

Scott Close Territory 162301	1st Qtr. 1997	2nd Qtr. 1997	3rd Qtr. 1997	4th Qtr. 1997	1st Qtr. 1998	Share Variance vs. Division
Industry Full Price	69.72%	68.89%	68.86%	66.94%		(9.77)%
Industry Savings	30.28%	31.11%	31.14%	33.06%		9.77 %
RJR Share of Market	20.90%	20.06%	20.16%	19.94%		(1.82)%
RJR Share of Full Price	21.00%	19.93%	20.69%	19.83%		1.35 %
RJR Share of Savings	20.66%	20.36%	18.98%	20.18%		(12.37)%
Cam-X-Reg Share of FP	9.58%	9.30%	9.42%	9.07%		2.75 %
Salem Share FP	3.12%	3.08%	3.27%	2.98%		0.07 %
Winston Base Share FP	0.00%	0.00%	0.00%	0.00%		0.00 %
Monarch Share Savings	8.15%	6.68%	5.48%	5.50%		0.82 %
Doral Share Savings	6.80%	8.06%	7.66%	9.19%		(1.66)%
Marlboro Share FP	59.97%	60.20%	59.31%	58.39%		10.47 %
Basic Share Savings	6.87%	7.59%	10.55%	9.55%		(2.52)%
Newport Share FP	3.47%	3.68%	4.05%	4.25%		(9.58)%
Old Gold Share Savings	1.58%	1.79%	1.73%	1.87%		(4.39)%
Kool Share FP	2.83%	2.97%	2.88%	3.32%		0.16 %
GPC Share Savings	26.76%	27.51%	28.09%	30.30%		12.60 %
P-Stock Share Savings	8.47%	8.33%	6.11%	5.32%		(7.83)%

ALL OUTLETS

Scott Close Territory 162301	1st Qtr. 1997	2nd Qtr. 1997	3rd Qtr. 1997	4th Qtr. 1997	1st Qtr. 1998	Share Variance vs. Division
Industry Full Price	69.91%	68.89%	68.08%	67.49%		(8.57)%
Industry Savings	30.09%	31.11%	31.92%	32.51%		8.57 %
RJR Share of Market	21.95%	21.40%	20.53%	20.46%		0.06 %
RJR Share of Full Price	21.55%	20.66%	20.96%	20.26%		2.50 %
RJR Share of Savings	22.89%	23.04%	19.60%	20.88%		(7.92)%
Cam-X-Reg Share of FP	8.85%	8.65%	8.61%	8.42%		3.42 %
Salem Share FP	3.65%	3.57%	3.38%	3.19%		(0.19)%
Winston Base Share FP	0.00%	0.00%	0.00%	0.00%		0.00 %
Monarch Share Savings	7.23%	6.30%	4.98%	4.93%		(0.59)%
Doral Share Savings	7.65%	8.96%	9.56%	9.35%		(3.46)%
Marlboro Share FP	54.35%	54.61%	56.34%	54.99%		10.03 %
Basic Share Savings	7.36%	8.28%	11.82%	10.52%		(3.31)%
Newport Share FP	4.28%	4.55%	4.55%	4.60%		(9.46)%
Old Gold Share Savings	2.20%	2.47%	2.51%	2.73%		(4.24)%
Kool Share FP	2.97%	3.21%	2.90%	3.70%		0.41 %
GPC Share Savings	25.86%	25.92%	27.59%	29.53%		10.17 %
P-Stock Share Savings	6.49%	6.47%	4.66%	4.22%		(4.49)%

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1638 INDEPENDENT CALLS WITH SIS CALCULATED SOM OF 24% OR LESS.

SR TERR	RR TERR	SR FR	RR FR	ACCT	FULL NAME	CITY	ST	SEG	SIS IND	SIS RJR	AIM RJR	AIM IND	RJR L/O	PM EX	SIS RJR SOM	AIM RJR SOM
163801	163828	A24	A24	431453	CONVENIENCE PLUS	BARRE	VT	CN	429	80	63	337	0	0	19%	19%
163801	163828	A24	A24	088475	BILLING'S MOBIL	WATERBURY	VT	GS	340	77	70	320	0	0	23%	22%
163801	163827	A24	A24	034813	ONE STOP MINI MART	NEWPORT	VT	CN	264	54	46	220	0	0	20%	21%
163801	163829	A24	A24	113504	THE SHOPPING BAG	BURLINGTON	VT	CN	242	40	28	201	0	0	17%	14%
163801	163827	C12	C12	113733	THE WHITE MARKET	LYNDONVILLE	VT	SM	222	53	17	79	0	0	24%	22%
163801	163829	A12	A00	597484	PERRY'S MINI MART	HARDWICK	VT	CN	221	27	23	200	0	0	12%	12%
163801	163829	A12	A12	073037	COLONIAL DELI MART	ESSEX JUNCTION	VT	CN	220	52	29	136	0	0	24%	21%
163801	163829	A04	N99	113964	LANTMAN IGA INC	HINESBURG	VT	SM	195	38	0	27	0	0	19%	0%
163801	163829	A12	A00	417013	CHAMPLAIN FARMS	MONTPELIER	VT	CN	140	32	28	123	0	0	23%	23%
163801	0	C12	0	057943	THE CONVENIENT ONE	ST JOHNSBRY CTR	VT	CN	138	24	23	128	0	0	17%	18%
163801	163828	A12	A12	571244	BARRE ST. BEVERAGE	MONTPELIER	VT	CN	114	25	18	98	0	0	22%	18%
163801	163828	A12	A12	652905	GRANITEVILLE GENERAL	GRANITEVILLE	VT	CN	114	17	14	96	0	0	15%	15%
163801	163828	A24	A24	555572	CROSSROADS DISC BEV	WATERBURY	VT	CN	113	25	21	102	0	0	22%	21%
163801	163827	A12	N99	367267	BOB'S QUICK STOP	IRASBURG	VT	CN	103	16	15	92	0	0	16%	16%
163801	163828	A12	A12	679263	TIM'S CONVENIENCE	PLAINFIELD	VT	CN	102	20	18	112	0	0	20%	16%
163801	0	A12	0	113886	SMITH'S STORE	GREENSBORO BEND	VT	CN	100	24	27	90	0	0	24%	30%
163801	163827	A12	A12	556580	EAST MAIN MINI MART	NEWPORT	VT	CN	100	24	16	45	0	0	24%	36%
163801	163829	A24	A12	448637	DORSET ST BEV CTR	SOUTH BURLINGTO	VT	CN	100	18	18	66	0	0	18%	27%
163801	163829	A12	A12	711780	U SAVE BEVERAGE CTR	S BURL	VT	GS	100	18	19	70	0	0	18%	27%
163801	163829	A12	A12	114083	CRACKER BARREL	ESSEX CENTER	VT	CN	100	17	15	80	0	0	17%	19%
163801	163828	A12	A12	639423	QUALITY MARKET	BARRE	VT	SF	100	17	12	56	0	0	17%	21%
163801	163827	A12	N99	749253	ORLEANS ONE STOP	ORLEANS	VT	CN	100	17	18	75	0	0	17%	24%
163801	0	A12	0	568516	CENTER TOWER	ST JOHNSBRY CTR	VT	CN	99	22	20	94	0	0	22%	21%
163801	0	A12	0	499968	PARTY TYME	SAINT JOHNSBURY	VT	CN	94	21	18	91	0	0	22%	20%
163801	163829	A12	A00	289960	KORNER QUIK STOP	WILLISTON	VT	CN	90	21	17	71	0	0	23%	24%
163801	0	A12	0	113821	TED'S MARKET	ISLAND POND	VT	CN	89	20	21	101	0	0	22%	21%
163801	0	A12	0	315948	PECK'S CHAMPLAIN FAR	SOUTH BURLINGTON	VT	CN	76	15	14	33	0	0	20%	42%
163801	0	A12	0	113563	KAMPUS KITCHEN	BURLINGTON	VT	CN	75	14	10	32	0	0	19%	31%
163801	0	A12	0	493052	J & M GROCERY	BURLINGTON	VT	CN	75	13	8	30	0	0	17%	27%
163801	0	A00	0	113748	DERBY VILLAGE STORE	DERBY	VT	SF	75	9	11	83	0	0	12%	13%
163802	163829	C24	C24	289988	WEST ADDISON GENERAL	WEST ADDISON	VT	BI	710	144	142	601	0	0	20%	24%
163802	163828	C24	C24	563527	BEER KING	RUTLAND	VT	CN	315	59	64	379	0	0	19%	17%
163802	163829	A00	N99	598395	WC&V SUPERMARKETS	VERGENNES	VT	SM	279	68	29	122	0	0	24%	24%
163802	163827	A24	A24	230137	CATHI & DONS COUNTRY	ENFIELD	NH	CN	242	47	49	215	0	0	19%	23%
163802	163827	A24	A24	666829	EXIT 18 TRUCK STOP	LEBANON	NH	CN	227	52	49	191	0	0	23%	26%
163802	163827	A12	N99	104939	GEORGE'S SUPER VALUE	ENFIELD	NH	CN	210	43	3	28	0	0	20%	11%
163802	163825	C12	C00	032501	BIRNEY'S MINI MART	CLAREMONT	NH	CN	206	24	15	101	1	1	12%	15%
163802	163828	A12	A24	576909	GMB DISCOUNT BEVERAG	RUTLAND	VT	CN	185	37	30	137	0	0	20%	22%
163802	0	A12	0	104943	CANAAN CASH MKT	CANAAN	NH	SF	180	15	13	148	1	0	8%	9%
163802	163827	A12	A12	418247	MASCOMA VILLAGE ST.	ENFIELD	NH	CN	174	25	71	224	0	0	14%	32%
163802	163829	A12	N99	591177	SMALL CITY MARKET	VERGENNES	VT	CN	141	23	21	113	0	0	16%	19%
163802	163825	A12	A00	114392	CLARKS IGA	LONDONDERRY	VT	SM	130	23	30	170	0	1	18%	18%
163802	0	A12	0	114154	LYLES SUPERETTE	WASHINGTON	VT	CN	124	26	25	71	0	0	21%	35%
163802	0	A12	0	104932	STINSON VILLAGE ST.	HANOVER	NH	CN	121	25	29	118	0	0	21%	25%
163802	0	A12	0	804665	MOBIL CONVENIENCE	CLAREMONT	NH	CN	115	20	0	0	0	0	17%	#DIV/0!
163802	163829	A12	A12	048330	DAYTON'S STORE	EAST MIDDLEBURY	VT	CN	108	26	19	73	0	0	24%	26%
163802	0	A12	0	104970	THE LITTLE STORE	LEBANON	NH	CN	105	22	17	73	0	0	21%	23%
163802	0	A12	0	767784	RTE 100 ENTERPRISES	PITTSFIELD	VT	CN	105	18	0	0	0	0	17%	#DIV/0!
163802	163828	A12	A12	490437	MCCULLOUGH'S QUIKSTOP	ROYALTON	VT	CN	104	23	21	76	0	0	22%	28%
163802	163827	A12	A24	755242	PROCTORS STORE	ENFIELD CENTER	NH	SF	101	24	23	89	0	0	24%	26%

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1638 CHAIN CALLS WITH SIS CALCULATED SOM OF 24% OR LESS.

SR TERR	RR TERR	SR FR	RR FR	ACCT	FULL NAME	CITY	ST	SEG	SIS IND	SIS RJR	AIM RJR	AIM IND	RJR L/O	PM EX	SIS RJR SOM	AIM RJR SOM
163801		0 A00	0	113897	BROOKS #1223 A	BURLINGTON	VT	MM	410	57	59	412	1	1	14%	14%
163805		0 A00	0	756635	MERIT GAS STA 116	LAWRENCE	MA	GS	375	35	24	241	1	1	9%	10%
163806		0 A00	0	755983	BROOKS #826	MANCHESTER	NH	DG	344	48	14	100	1	1	14%	14%
163806		0 A00	0	223312	EVANS EXPRESS MART	MANCHESTER	NH	CN	312	40	28	260	1	0	13%	11%
163803		0 A00	0	069057	MR. MIKE'S #18	JAFFREY	NH	GS	287	39	50	298	1	1	14%	17%
163803		0 A00	0	453184	EVANS EXPRESS MART	SUNAPEE	NH	CN	275	45	35	223	1	1	16%	16%
163802		0 A00	0	754896	EVANS EXXON STATION	ENFIELD	NH	GS	250	0	29	160	1	1	0%	18%
163802		0 C00	0	356998	GRAND UNION #1915	LEBANON	NH	SM	250	0	0	0	1	1	0%	#DIV/0!
163803		0 N99	0	784656	T BIRD MINI MART	NEWPORT	NH	CN	225	55	0	0	0	0	24%	#DIV/0!
163805		0 N99	0	804465	PLAISTOW CIGO	PLAISTOW	NH	GS	225	0	0	0	0	0	0%	#DIV/0!
163803		0 A00	0	032191	MR. MIKE'S #11	PETERBOROUGH	NH	CN	215	42	45	210	1	1	20%	21%
163806		0 A04	0	103127	MERIT GAS	MANCHESTER	NH	GK	200	34	20	323	1	1	17%	6%
163804		0 A00	0	548636	CVS 1003	NASHUA	NH	DG	195	15	25	209	1	1	8%	12%
163801		0 A04	0	416827	NORTH END DELI MART	BARRE	VT	CN	189	21	21	186	0	0	11%	11%
163802		0 A00	0	623990	CNTR RUTLAND CITGO	CENTER RUTLAND	VT	GS	180	38	36	164	0	0	21%	22%
163807		0 A00	0	553353	EVANS FUEL MART	WARNER	NH	GS	175	0	21	129	1	0	0%	16%
163803		0 A00	0	032184	MR. MIKE'S #22	WINCHESTER	NH	GS	170	19	28	182	1	1	11%	15%
163804		0 A00	0	026604	CVS 847	NASHUA	NH	DG	167	18	23	193	1	1	11%	12%
163801		0 A00	0	114211	BROOKS #653 F	MORRISVILLE	VT	MM	166	18	18	154	1	1	11%	12%
163802		0 A00	0	104956	EVAN'S EXXON STATION	LEBANON	NH	GS	165	30	0	10	1	0	18%	0%
163803		0 A00	0	402668	MR. MIKE'S MOBIL #24	EAST SWANZEY	NH	CN	162	24	20	134	1	1	15%	15%
163802		0 A00	0	515853	CASTLETON THRIFTY	CASTLETON	VT	GS	160	28	29	167	0	0	18%	17%
163803		0 A12	0	643753	MILFORD TEXACO	MILFORD	NH	GS	157	32	40	178	0	0	20%	22%
163801		0 A00	0	754505	IRVING MAINWAY #1603	LYNDONVILLE	VT	CN	157	20	18	138	1	1	13%	13%
163805		0 A04	0	715509	BIRCH ST TEXACO	DERRY	NH	CN	155	18	21	148	1	1	12%	14%
163802		0 A00	0	356660	GRAND UNION 1939	BRADFORD	VT	SM	150	0	0	0	1	1	0%	#DIV/0!
163805		0 A00	0	103040	CVS 181	PLAISTOW	NH	DG	147	16	15	130	1	0	11%	12%
163802		0 A00	0	114021	BROOKS #769 F	BRISTOL	VT	DG	146	22	28	148	1	1	15%	19%
163802		0 A00	0	114351	BROOKS #551 F	BRANDON	VT	DG	144	30	23	116	1	1	21%	20%
163807		0 A00	0	570567	IRVING MAINWAY #1533	LACONIA	NH	CN	136	0	19	177	1	1	0%	11%
163807		0 A00	0	681971	IRVING OIL	CONCORD	NH	CN	136	0	12	116	1	1	0%	10%
163802		0 A00	0	050066	EVANS FUEL MART	CANAAN	NH	CN	135	20	19	141	1	0	15%	13%
163806		0 A00	0	681972	IRVING OIL	CONCORD	NH	CN	135	0	8	61	0	0	0%	13%
163806		0 A00	0	681973	IRVING OIL	CONCORD	NH	CN	135	0	15	112	1	1	0%	13%
163806		0 A00	0	409902	WINEBAUMS NEWS SHOP	MANCHESTER	NH	TB	132	18	19	144	1	0	14%	13%
163807		0 A00	0	057888	MR. MIKE'S #19	CONTOOCOOK	NH	GS	131	20	25	145	1	1	15%	17%
163807		0 A00	0	675030	BELMONT MAINWAY	BELMONT	NH	CN	131	12	16	121	1	1	9%	13%
163806		0 A00	0	681970	IRVING OIL	HOOKESETT	NH	CN	131	0	16	133	1	1	0%	12%
163807		0 A00	0	355165	IRVING MAINWAY #1530	LITTLETON	NH	CN	131	0	24	165	1	1	0%	15%
163807		0 A00	0	357016	IRVING MAINWAY #1525	ASHLAND	NH	CN	131	0	17	134	1	1	0%	13%
163807		0 A00	0	376033	HOLDERNESS IRVING MN	HOLDERNESS	NH	CN	131	0	41	212	1	1	0%	19%
163807		0 A00	0	583687	MEREDITH IRVING	MEREDITH	NH	CN	131	0	12	68	1	1	0%	18%
163807		0 A00	0	597971	IRVING MAINWAY #1536	TILTON	NH	GS	131	0	16	127	1	1	0%	13%
163807		0 A00	0	479522	EVANS FUEL MART #10	TILTON	NH	CN	130	20	29	191	1	0	15%	15%
163802		0 A00	0	760691	EVANS GROUP	WHITE RIVER JCT	VT	CN	129	20	20	138	1	1	16%	14%
163806		0 A00	0	103195	OSCO DRUG #0967	MANCHESTER	NH	DG	128	14	10	93	1	1	11%	11%
163802		0 A00	0	114347	BROOKS #762 F	MIDDLEBURY	VT	DG	125	19	16	99	1	1	15%	16%
163801		0 A12	0	576933	NEWPORT CARWASH MINI	NEWPORT	VT	CN	120	11	11	116	0	1	9%	9%
163803		0 A00	0	114209	GRAND UNION 1928	SPRINGFIELD	VT	SM	120	0	0	0	1	1	0%	#DIV/0!
163801		0 A12	0	698958	CH STEARN'S CO. INC.	JOHNSON	VT	CN	117	24	26	113	0	0	21%	23%

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BUFFALO REGION HANDLED CHAIN CALLS WITH SIS CALCULATED SOM OF 20% OR LESS.

SR TERR	RR TERR	SR FR	RR FR	ACCT	FULL NAME	CITY	ST	SEG	SIS IND	SIS RJR	AIM RJR	AIM IND	RJR L/O	PM EX	SIS RJR SOM	AIM RJR SOM
162206		0 A00		0 088547	NICE N EASY #248	UTICA	NY	CN	254	39	35	193	1	1	15%	18%
162206	162235	A00	A24	725271	NICE N EASY #257	UTICA	NY	CN	150	25	0	0	0	0	17%	#DIV/0!
162202		0 A00		0 189710	NICE N EASY #260	VERONA BEACH	NY	CN	172	32	18	106	1	1	19%	17%
162206		0 A00		0 020143	NICE N EASY #261	UTICA	NY	CN	150	21	23	180	1	1	14%	13%
162206		0 A00		0 715486	NICE N EASY #263	ONEIDA	NY	CN	169	33	21	106	0	1	20%	20%
162206		0 A00		0 292052	NICE N EASY #268	ROME	NY	CN	185	29	23	148	1	1	16%	16%
162201	162323	A00	A00	250631	NICE N EASY #269	SARANAC LAKE	NY	CN	125	25	20	94	0	1	20%	21%
162201	162323	A00	A00	250631	NICE N EASY #269	SARANAC LAKE	NY	CN	125	25	20	94	0	1	20%	21%
162206		0 A00		0 762943	NICE N EASY #271	NEW HARTFORD	NY	CN	167	30	25	151	1	1	18%	17%
162206	162235	A00	A12	052758	NICE N EASY #503	UTICA	NY	CN	211	36	32	186	0	0	17%	17%
162601		0 A00		0 765269	NOCO S 21	NORTH TONAWANDA	NY	CN	79	8	22	84	0	0	10%	26%
162601	162626	A00	A12	917076	NOCO S 28	NIAGARA FALLS	NY	CN	87	15	15	87	0	0	17%	17%
162602	162622	A00	A12	460488	NOCO S 38	LANCASTER	NY	CN	108	22	33	113	0	0	20%	29%
162602	162629	A00	A04	765534	NOCO S 41	BUFFALO	NY	CN	77	14	14	65	0	0	18%	22%
162603	162625	A00	A12	213815	NOCO S 42	BUFFALO	NY	CN	183	37	54	197	0	0	20%	27%
162601	162629	A00	A12	213211	NOCO S 44	BUFFALO	NY	CN	149	26	34	129	0	0	17%	26%
162601	162626	A00	A12	550895	NOCO S 50	TONAWANDA	NY	CN	133	26	25	120	0	0	20%	21%
162601	162629	A00	A12	552991	NOCO S 52	KENMORE	NY	CN	94	17	27	102	0	0	18%	26%
163805	163822	A00	A12	739520	ON THE RUN #01E5Y	TYNGSBOROUGH	MA	GS	135	26	26	135	0	0	19%	19%
162303	162322	A12	A01	790290	ON THE RUN #08724	SCOTIA	NY	CN	400	60	8	32	0	0	15%	25%
162601	162629	A00	A12	665402	ON THE RUN #08D5G	BUFFALO	NY	CN	159	30	30	159	0	0	19%	19%
162602	162622	A00	A12	575703	ON THE RUN #08HDX	WILLIAMSVILLE	NY	CN	190	34	34	190	0	0	18%	18%
162304	162322	A12	A24	903561	ON THE RUN #08K8C	LOUDONVILLE	NY	CN	176	26	26	176	0	0	15%	15%
162303	162322	A00	A12	541146	ON THE RUN #08L45	ALBANY	NY	CN	178	27	27	178	0	0	15%	15%
162303	162324	A00	A12	549722	ON THE RUN #08LMV	SCHENECTADY	NY	CN	187	31	31	187	0	0	17%	17%
162304	162321	A12	A24	870220	ON THE RUN #08LWE	SARATOGA SPRING	NY	CN	216	39	39	216	0	0	18%	18%
162601	162626	A00	A12	738553	ON THE RUN #08MN8	TONAWANDA	NY	CN	165	27	27	165	0	0	16%	16%
162304	162322	A12	A24	752014	ON THE RUN #08NFR	LATHAM	NY	CN	176	24	24	176	0	0	14%	14%
162304	162321	A12	A24	974693	ON THE RUN #08NJW	SARATOGA SPRING	NY	CN	195	32	32	195	0	0	16%	16%
162303	162324	A00	A12	566423	ON THE RUN #08PMY	SCHENECTADY	NY	CN	225	41	41	225	0	0	18%	18%
162307	162328	A00	A12	661133	ON THE RUN #17G5Y	HIGHLAND	NY	CN	263	35	35	263	0	0	13%	13%
162309	162329	A04	A12	551912	ON THE RUN #17J3W	PATTERSON	NY	CN	340	47	47	340	0	0	14%	14%
162308	162329	A00	A24	669449	ON THE RUN #17PMF	FISHKILL	NY	CN	267	31	31	267	0	0	12%	12%
162601	162626	A00	A12	508960	ON THE RUN 08A6H	TONAWANDA	NY	CN	191	37	37	191	0	0	19%	19%
162208	162220	A00	A24	651761	ORLOSKI QUIK MART	WILKES BARRE	PA	CN	374	47	40	354	0	0	13%	11%
162208	162220	A00	A24	021107	ORLOSKI QUIK MART	WILKES BARRE	PA	CN	202	15	14	178	0	0	7%	8%
162208	162220	A00	A24	364079	ORLOSKI'S	WHITE HAVEN	PA	CN	380	32	33	320	0	0	8%	10%
162208	162220	A00	A24	553931	ORLOSKI'S	WYOMING	PA	CN	288	21	26	245	0	0	7%	11%
162208	162222	A00	A24	306778	ORLOSKI'S	MOOSIC	PA	CN	247	20	34	249	0	0	8%	14%
162208	162220	A00	A24	598790	ORLOSKI'S MINI MART	DALLAS	PA	CN	442	41	42	366	0	0	9%	11%
162208	162220	A00	A24	399668	ORLOSKI'S MINI MART	WILKES BARRE	PA	CN	217	17	20	192	0	0	8%	10%
162208	162220	A00	A24	598788	ORLOSKI'S MINI MART	TRUCKSVILLE	PA	CN	195	17	20	188	0	0	9%	11%
162208	162220	A00	A24	023192	ORLOSKI'S QUIK MART	MOUNTAIN TOP	PA	CN	298	24	24	265	0	0	8%	9%
162208	162220	A00	A24	551045	ORLOSKI'S QUIK MART	WILKES BARRE	PA	CN	257	20	25	248	0	0	8%	10%
162208	162220	A00	A24	023190	ORLOSKI'S SERVICE	WILKES BARRE	PA	CN	451	29	37	433	0	0	6%	9%
162209	162222	A00	A24	552036	ORLOSKI'S SVC. STA.	SCRANTON	PA	CN	259	29	54	355	0	0	11%	15%
162209	162229	A00	A24	279211	ORLOSKI'S TEXACO	TOBYHANNA	PA	CN	272	17	21	210	0	0	6%	10%
162208	162229	A00	A24	521418	ORLOSKI'S TEXACO	LAKE HARMONY	PA	CN	121	13	15	109	0	0	11%	14%
162208	162220	A00	A24	071333	ORLOSKIS	KINGSTON	PA	CN	376	33	49	412	0	0	9%	12%

51854 7643

51854 7644

1998 Product Availability

51854 7645

1997 Product Availability Key Core Brands

	Mar '97			
<u>Brand</u>	<u>Base</u>	<u>Dec. '97</u>	<u>Results</u>	<u>Goal</u>
Camel Filter	95.10	96.60	+ 1.5%	95%
Camel Light	94.30	95.80	+ 1.5%	95%
Camel F Box	94.10	97.70	+ 2.6%	95%
Camel Lt Box	93.60	97.10	+ 3.5%	95%
Camel Wides F	77.60	85.90	+ 8.3%	85%
Camel Wides Lt	76.60	85.80	+ 9.2%	85%
Winston King	96.30	98.20	+ 1.9%	95%
Winston Lt	95.70	97.40	+ 1.7%	95%
Winston 100	96.40	98.90	+ 2.5%	95%
Winston Lt 100	94.80	96.20	+ 1.4%	95%
Doral Lt 100	86.40	91.10	+ 4.7%	95%
Doral Lt Men 100	83.70	90.60	+ 6.9%	95%

* 75 + CPW Accounts

51854 7646

1997 Product Availability New Brands / Re-Introduction

	Mar '97			
<u>Brand</u>	<u>Base</u>	<u>Dec. '97</u>	<u>Results</u>	<u>Goal</u>
Camel F Men Box	77.10	89.50	+ 12.4%	90%
Camel Lt Men Box	77.10	89.70	+ 12.6%	90%
Kamel Red Filter	30.30	79.80	New	95%
Kamel Red Lt	30.10	79.90	New	95%
Winston Box	92.90	96.80	+ 3.9%	95%
Winston Lt Box	79.20	94.40	+ 15.2%	95%
Winston Lt 100 Box	46.40	79.30	+ 32.9%	95%
Winston Ult K Box	N/A	66.20		65%
Winston Ult 100 Box	N/A	65.10		70%
Doral Lt 100 Box	34.50	69.50	+ 35.0%	85%
Doral FF 100 Box	34.30	71.30	+ 37.0%	85%

* 75 + CPW Accounts

51854 7647

98 Plans - Key Issues/Objectives

Product Availability

<u>Issue</u>	<u>Objective</u>	<u>Action Plan</u>	<u>Status</u>
Priority/Core Brands <ul style="list-style-type: none"> Winston Utl. Box Styles Doral Box Styles Kamel Red Styles 	95% 75% 95% 95%	Establish Division/Territory Objectives	DM/KAM presented their '97 Results and '98 Plans on 11/17/97 <ul style="list-style-type: none"> Taken down to SRs/AMs Dec./Jan
<ul style="list-style-type: none"> Potential Price increases create greater Inventory costs to all accounts. PM selling SKU eliminations. 	Maintain RJR SKU's	DM/SR/KAM/AM Talk SKU Mgmt. vs. SKU Elimination <ul style="list-style-type: none"> CTS success due to satisfying customer 	KAMs/AMs training on SKU Rationalization Tool Feb. 98

51854 7648

Buffalo Region #1600

Product Availability

Buffalo Region	Thru 12/97		Thru 1/98	Thru 2/98	Thru 3/98	Thru 4/98	Thru 5/98	Thru 6/98	Thru 7/98	Thru 8/98	Thru 9/98	Thru 10/98	Thru 11/98	Thru 12/98
Brand:	% ACCTS With	1998 Objective	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH
CAMEL F 85 HP	97.7	95.0	97.5	97.6	97.7									
CAMEL LTS F 85 SP	95.8	95.0	96.1	96.2	96.2									
CAMEL LTS F 85 HP	97.1	95.0	97.2	97.4	97.2									
CAMEL F 85 SP	96.6	95.0	96.7	96.8	96.7									
CAMEL L M 83 BX	89.7	90.0	89.6	90.0	89.6									
CAMEL M 83 BX	89.5	90.0	89.6	90.0	89.4									
*CAM WIDE F 79 HP	85.9	85.0	86.7	86.7	87.0									
*CAM WIDE LF 79 HP	85.8	85.0	86.1	85.9	86.5									
*RED KAMEL FF	79.8	95.0	80.7	81.7	82.2									
*RED KAMEL LTS	78.9	95.0	79.9	80.7	81.2									
DORAL LTS M 100	90.6	95.0	90.9	91.1	91.5									
DORAL ULT F 100	89.4	95.0	90.1	90.2	90.4									
DORAL LTS F 100	91.1	95.0	91.9	92.0	92.2									
DORAL LTS F 85	90.5	95.0	91.1	91.2	91.5									
DORAL F 100	91.7	95.0	92.2	92.3	92.3									
DORAL F85 SP	90.4	95.0	90.8	90.4	90.6									
*DORAL FF 100 BX	71.3	95.0	74.4	75.1	76.5									
*DORAL LTS 100 BX	69.5	95.0	72.8	74.1	75.5									
SALEM M 85 SP	98.3	95.0	98.4	98.5	98.1									
WINSTON LTS F 100 SP	96.2	95.0	96.0	96.4	96.1									
WINSTON F 85 SP	98.2	95.0	98.1	98.1	97.8									
WINSTON F 85 BX	96.8	95.0	97.0	97.2	97.4									
WINSTON LTS F 85 SP	97.4	95.0	97.5	97.5	97.5									
WINSTON LTS F 85 BX	94.4	95.0	94.9	95.3	95.4									
WINSTON F 100	98.1	95.0	98.2	98.4	98.1									
WINSTON LT F 100 BX	79.3	95.0	82.4	84.0	87.1									
WINSTON ULTRA BX	66.2	90.0	71.0	73.4	78.0									
WINSTON ULTRA 100 BX	65.1	90.0	70.2	72.6	77.2									

* REGION BRAND

FOR ACCOUNTS WITH 75 PLUS CARTONS PER WEEK - WITH FREQUENCY

51854 7649

4/2/98

**Buffalo Region #1600
Product Availability**

Thru March, 1998	Region 1600	Syracuse 1622	Albany 1623	Buffalo 1626	Nashua 1638	Thru February, 1998	Region 1600	Syracuse 1622	Albany 1623	Buffalo 1626	Nashua 1638
Buffalo Region	% ACCTS WITH 75+ CPW	% ACCTS WITH 75+ CPW	% ACCTS WITH 75+ CPW	% ACCTS WITH 75+ CPW	% ACCTS WITH 75+ CPW	Buffalo Region	% ACCTS WITH 75+ CPW	% ACCTS WITH 75+ CPW	% ACCTS WITH 75+ CPW	% ACCTS WITH 75+ CPW	% ACCTS WITH 75+ CPW
Brand:						Brand:					
CAMEL F 85 HP	97.7	97.4	98.3	96.5	99.1	CAMEL F 85 HP	97.6	97.2	98.5	96.8	98.6
CAMEL LTS F 85 SP	96.2	96.8	94.3	98.3	94.9	CAMEL LTS F 85 SP	96.2	96.4	94.3	98.2	95.4
CAMEL LTS F 85 HP	97.2	96.6	98.0	96.6	98.3	CAMEL LTS F 85 HP	97.4	97.1	98.2	96.8	98.1
CAMEL F 85 SP	96.7	97.0	95.5	98.2	95.7	CAMEL F 85 SP	96.8	96.9	95.4	98.3	96.1
CAMEL L M 83 BX	89.6	89.6	88.1	91.5	89.1	CAMEL L M 83 BX	90.0	90.3	87.9	91.7	89.7
CAMEL M 83 BX	89.4	89.1	88.3	90.6	89.7	CAMEL M 83 BX	90.0	90.3	88.4	91.5	89.5
*CAM WIDE F 79 HP	87.0	84.9	86.2	87.3	92.1	*CAM WIDE F 79 HP	86.7	85.9	84.6	86.4	92.5
*CAM WIDE LF 79 HP	86.5	85.0	85.7	86.4	91.2	*CAM WIDE LF 79 HP	85.9	85.9	84.8	84.7	91.1
*RED KAMEL FF	82.2	77.4	84.9	81.6	89.1	*RED KAMEL FF	81.7	77.9	83.6	80.5	88.7
*RED KAMEL LTS	81.2	76.4	83.4	81.0	88.1	*RED KAMEL LTS	80.7	76.7	82.6	79.8	87.1
DORAL LTS M 100	91.5	94.3	87.4	96.3	84.5	DORAL LTS M 100	91.1	94.9	85.5	96.4	83.9
DORAL ULT F 100	90.4	92.2	87.1	95.8	83.1	DORAL ULT F 100	90.2	93.2	85.1	96.1	82.1
DORAL LTS F 100	92.2	94.5	90.1	96.8	82.8	DORAL LTS F 100	92.0	94.9	88.4	97.1	83.2
DORAL LTS F 85	91.5	94.5	89.1	96.8	80.4	DORAL LTS F 85	91.2	95.2	87.1	97.2	79.3
DORAL F 100	92.3	94.3	90.5	96.8	83.4	DORAL F 100	92.3	95.2	89.6	96.7	83.2
DORAL F85 SP	90.6	94.1	87.7	97.0	77.2	DORAL F85 SP	90.4	94.0	87.1	97.3	76.5
*DORAL FF 100 BX	76.5	78.4	73.7	77.1	76.0	*DORAL FF 100 BX	75.1	77.8	73.1	73.5	75.9
*DORAL LTS 100 BX	75.5	76.1	73.5	75.9	77.0	*DORAL LTS 100 BX	74.1	76.1	72.0	73.6	74.6
SALEM M 85 SP	98.1	98.3	98.0	97.9	98.6	SALEM M 85 SP	98.5	98.7	98.4	98.2	98.8
WINSTON LTS F 100 SP	96.1	96.0	96.4	98.1	92.3	WINSTON LTS F 100 SP	96.4	96.7	96.3	98.3	92.6
WINSTON F 85 SP	97.8	97.8	97.9	98.0	97.6	WINSTON F 85 SP	98.1	98.3	97.8	98.4	97.7
WINSTON F 85 BX	97.4	97.1	97.9	96.6	98.2	WINSTON F 85 BX	97.2	97.1	97.8	96.1	98.4
WINSTON LTS F 85 SP	97.5	97.6	97.2	98.3	96.5	WINSTON LTS F 85 SP	97.5	97.6	96.8	98.5	96.6
WINSTON LTS F 85 BX	95.4	94.0	96.4	94.9	97.7	WINSTON LTS F 85 BX	95.3	94.8	95.4	93.8	98.4
WINSTON F 100	98.1	98.0	98.4	98.1	98.1	WINSTON F 100	98.4	98.2	98.4	98.5	98.5
WINSTON LT F 100 BX	87.1	85.7	87.8	85.0	92.7	WINSTON LT F 100 BX	84.0	84.0	81.7	81.0	92.6
WINSTON ULTRA BX	78.0	76.2	74.4	79.3	85.9	WINSTON ULTRA BX	73.4	73.5	66.4	73.6	84.0
WINSTON ULTRA 100 BX	77.2	76.4	72.6	78.4	84.2	WINSTON ULTRA 100 BX	72.6	73.2	65.3	73.5	81.7

51854 7650

Syracuse Division #1622
Product Availability
1998

Syracuse Division	Thru Dec. 97	1998	Thru Jan. 98	Thru Feb. 98	Thru Mar. 98	Thru April 98	Thru May 98	Thru June 98	Thru July 98	Thru Aug. 98	Thru Sept. 98	Thru Oct. 98	Thru Nov. 98	Thru Dec. 98
BRAND:	% ACCTS WITH	Objective	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH
CAMEL F 85 HP	95.5	95+	97.3	97.2	97.4									
CAMEL LTS F 85 SP	95.4	95+	96.5	96.4	96.8									
CAMEL LTS F 85 HP	94.4	95+	97.0	97.1	96.6									
CAMEL F 85 SP	96.2	95+	97.0	96.9	97.0									
CAMEL L M 83 BX	78.6	90+	89.9	90.3	89.6									
CAMEL M 83 BX	78.5	90+	90.2	90.3	89.1									
*CAM WIDE F 79 HP	82.4	85+	86.6	85.9	84.9									
*CAM WIDE LF 79 HP	81.7	85+	86.5	85.9	85.0									
*RED KAMEL FF	32.3	95+	77.3	77.9	77.4									
*RED KAMEL LTS	32.1	95+	76.4	76.7	76.4									
DORAL LTS M 100	90.6	95+	94.2	94.9	94.3									
DORAL ULT F 100	88.5	95+	92.6	93.2	92.2									
DORAL LTS F 100	91.7	95+	94.9	94.9	94.5									
DORAL LTS F 85	92.0	95+	94.5	95.2	94.5									
DORAL F 100	90.8	95+	94.7	95.2	94.3									
DORAL F 85 SP	90.5	95+	94.2	94.0	94.1									
*DORAL FF 100 BX	44.3	95+	77.8	77.8	78.4									
*DORAL LTS 100 BX	43.9	95+	74.9	76.1	76.1									
SALEM M 85 SP	96.4	95+	98.6	98.7	98.3									
WINSTON LTS F 100 SP	95.3	95+	96.6	96.7	96.0									
WINSTON F 85 SP	96.4	95+	98.1	98.3	97.8									
WINSTON F 85 BX	93.8	95+	96.9	97.1	97.1									
WINSTON LTS F 85 SP	96.2	95+	97.5	97.6	97.6									
WINSTON LTS F 85 BX	79.7	95+	94.5	94.8	94.0									
WINSTON F 100	96.3	95+	98.2	98.2	98.0									
WINSTON LT F 100 BX	46.7	95+	82.6	84.0	85.7									
WINSTON ULTRA BX	100.0	90+	71.8	73.5	76.2									
WINSTON ULTRA 100 BX	100.0	90+	72.2	73.2	76.4									

*REGION BRAND

FOR ACCOUNTS 75 PLUS CARTONS PER WEEK--WITH FREQUENCY

51854 7651

4/2/98

Syracuse Division #1622
Sales Reps
Product Availability

Thru March, 1998 Syracuse 1622 Independents Brand:	S. Sheft 162201		L. Wallon 162202		E. Economides 162204		P. Beard 162205		B. Steele 162206		J. Coslett 162208		C. Page 162209		L. Huntoon 162210	
	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH
CAMEL F 85 HP	95+	94.3	95+	95.7	95+	97.9	95+	97.0	95+	95.5	95+	99.2	95+	95.2	95+	99.1
CAMEL LTS F 85 SP	95+	96.6	95+	98.9	95+	98.9	95+	98.0	95+	94.3	95+	98.4	95+	89.5	95+	99.1
CAMEL LTS F 85 HP	95+	90.9	95+	94.7	95+	95.7	95+	98.0	95+	96.6	95+	97.7	95+	97.1	95+	98.1
CAMEL F 85 SP	95+	97.7	95+	100.0	95+	97.9	95+	98.0	95+	94.3	95+	98.4	95+	92.4	95+	97.2
CAMEL L M 83 BX	90+	80.7	90+	94.7	90+	89.4	90+	90.9	90+	86.4	90+	96.1	90+	89.5	90+	93.4
CAMEL M 83 BX	90+	80.7	90+	93.6	90+	88.3	90+	89.9	90+	86.4	90+	96.9	90+	88.6	90+	91.5
*CAM WIDE F 79 HP	85+	88.6	85+	91.5	85+	88.3	85+	90.9	85+	75.0	85+	93.8	85+	85.7	85+	85.8
*CAM WIDE LF 79 HP	85+	83.0	85+	92.6	85+	86.2	85+	89.9	85+	75.0	85+	93.8	85+	84.8	85+	84.9
*RED KAMEL FF	95+	84.1	95+	87.2	95+	85.1	95+	85.9	95+	77.3	95+	86.0	95+	82.9	95+	88.7
*RED KAMEL LTS	95+	84.1	95+	85.1	95+	83.0	95+	83.8	95+	78.4	95+	86.0	95+	80.0	95+	87.7
DORAL LTS M 100	95+	93.2	95+	98.9	95+	91.5	95+	96.0	95+	96.6	95+	92.2	95+	88.6	95+	92.5
DORAL ULT F 100	95+	92.0	95+	98.9	95+	89.4	95+	94.9	95+	94.3	95+	90.7	95+	79.0	95+	93.4
DORAL LTS F 100	95+	94.3	95+	100.0	95+	91.5	95+	97.0	95+	95.5	95+	92.2	95+	88.6	95+	90.6
DORAL LTS F 85	95+	93.2	95+	97.9	95+	94.7	95+	96.0	95+	96.6	95+	92.2	95+	84.8	95+	92.5
DORAL F 100	95+	94.3	95+	100.0	95+	92.6	95+	97.0	95+	95.5	95+	92.2	95+	86.7	95+	93.4
DORAL F85 SP	95+	94.3	95+	100.0	95+	92.6	95+	96.0	95+	95.5	95+	92.2	95+	87.6	95+	92.5
*DORAL FF 100 BX	95+	77.3	95+	84.0	95+	79.8	95+	75.8	95+	83.0	95+	82.9	95+	70.5	95+	77.4
*DORAL LTS 100 BX	95+	75.0	95+	83.0	95+	73.4	95+	73.7	95+	79.5	95+	83.7	95+	69.5	95+	78.3
SALEM M 85 SP	95+	98.9	95+	98.9	95+	96.8	95+	98.0	95+	98.9	95+	99.2	95+	99.0	95+	100.0
WINSTON LTS F 100 SP	95+	96.6	95+	98.9	95+	96.8	95+	97.0	95+	95.5	95+	96.9	95+	93.3	95+	95.3
WINSTON F 85 SP	95+	96.6	95+	98.9	95+	98.9	95+	96.0	95+	96.6	95+	98.4	95+	98.1	95+	99.1
WINSTON F 85 BX	95+	90.9	95+	98.9	95+	93.6	95+	97.0	95+	94.3	95+	98.4	95+	98.1	95+	99.1
WINSTON LTS F 85 SP	95+	96.6	95+	98.9	95+	97.9	95+	98.0	95+	96.6	95+	98.4	95+	98.1	95+	99.1
WINSTON LTS F 85 BX	95+	87.5	95+	98.9	95+	93.6	95+	93.9	95+	89.8	95+	93.8	95+	89.5	95+	94.3
WINSTON F 100	95+	97.7	95+	100.0	95+	98.9	95+	98.0	95+	97.7	95+	98.4	95+	98.1	95+	100.0
WINSTON LT F 100 BX	95+	81.8	95+	83.0	95+	77.7	95+	83.8	95+	83.0	95+	89.1	95+	84.8	95+	91.5
WINSTON ULTRA BX	90+	81.8	90+	80.9	90+	78.7	90+	74.7	90+	80.7	90+	86.0	90+	78.1	90+	84.9
WINSTON ULTRA 100 BX	90+	85.2	90+	83.0	90+	78.7	90+	74.7	90+	80.7	90+	84.5	90+	66.7	90+	82.1

* REGION BRAND

FOR ACCOUNTS 75 PLUS CARTONS PER WEEK--WITH FREQUENCY

2594 65815

4/2/98

Syracuse Division #1622

Retail Reps

Product Availability

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Thru March, 1998 Syracuse 1622 Chain Calls Brand:	M. Moreck 162220 % ACCTS WITH	J. Devlin 162221 % ACCTS WITH	L. Mulrain 162222 % ACCTS WITH	D. Gucciardi 162223 % ACCTS WITH	A. Saracena 162224 % ACCTS WITH	T. Kuhnen 162225 % ACCTS WITH	R. Guilfoyle 162226 % ACCTS WITH	T. Nosworthy 162227 % ACCTS WITH	D. Johnson 162228 % ACCTS WITH	J. McAllister 162229 % ACCTS WITH
CAMEL F 85 HP	98.6	98.1	100.0	92.5	100.0	89.4	98.7	96.4	92.3	95.2
CAMEL LTS F 85 SP	95.9	98.1	98.4	92.5	98.1	92.4	98.7	83.6	96.9	92.9
CAMEL LTS F 85 HP	97.3	94.3	100.0	95.0	98.1	90.9	97.4	96.4	95.4	95.2
CAMEL F 85 SP	97.3	96.2	96.8	92.5	100.0	92.4	98.7	89.1	95.4	95.2
CAMEL L M 83 BX	90.4	96.2	93.7	92.5	96.2	81.8	90.8	89.1	83.1	92.9
CAMEL M 83 BX	87.7	94.3	92.1	92.5	96.2	81.8	93.4	81.8	84.6	90.5
*CAM WIDE F 79 HP	74.0	92.5	81.0	82.5	96.2	80.3	89.5	81.8	80.0	81.0
*CAM WIDE LF 79 HP	80.8	92.5	87.3	82.5	98.1	78.8	89.5	80.0	76.9	81.0
*RED KAMEL FF	60.3	73.6	79.4	65.0	90.4	62.1	82.9	70.9	66.2	73.8
*RED KAMEL LTS	61.6	77.4	79.4	62.5	88.5	62.1	81.6	69.1	63.1	69.0
DORAL LTS M 100	93.2	98.1	93.7	95.0	100.0	90.9	98.7	80.0	96.9	92.9
DORAL ULT F 100	79.5	94.3	87.3	92.5	94.2	90.9	98.7	80.0	92.3	88.1
DORAL LTS F 100	90.4	96.2	96.8	95.0	100.0	92.4	98.7	78.2	95.4	95.2
DORAL LTS F 85	93.2	92.5	90.5	87.5	100.0	89.4	98.7	85.5	95.4	95.2
DORAL F 100	86.3	98.1	95.2	92.5	98.1	90.9	98.7	80.0	96.9	90.5
DORAL F85 SP	84.9	98.1	90.5	92.5	100.0	90.9	98.7	74.5	96.9	88.1
*DORAL FF 100 BX	67.1	81.1	79.4	60.0	94.2	59.1	84.2	56.4	80.0	69.0
*DORAL LTS 100 BX	65.8	75.5	71.4	62.5	92.3	59.1	73.7	56.4	83.1	71.4
SALEM M 85 SP	97.3	98.1	100.0	92.5	100.0	92.4	98.7	96.4	96.9	100.0
WINSTON LTS F 100 SP	90.4	94.3	96.8	90.0	96.2	92.4	98.7	83.6	95.4	97.6
WINSTON F 85 SP	95.9	96.2	100.0	95.0	98.1	92.4	98.7	92.7	96.9	100.0
WINSTON F 85 BX	94.5	98.1	100.0	92.5	98.1	90.9	98.7	98.2	96.9	97.6
WINSTON LTS F 85 SP	95.9	98.1	98.4	95.0	98.1	92.4	98.7	89.1	96.9	95.2
WINSTON LTS F 85 BX	91.8	94.3	100.0	90.0	98.1	89.4	98.7	89.1	96.9	90.5
WINSTON F 100	95.9	98.1	98.4	90.0	100.0	90.9	98.7	94.5	96.9	97.6
WINSTON LT F 100 BX	79.5	88.7	92.1	82.5	100.0	60.6	68.4	80.0	89.2	92.9
WINSTON ULTRA BX	69.9	86.8	87.3	75.0	96.2	60.6	56.6	69.1	78.5	73.8
WINSTON ULTRA 100 BX	71.2	92.5	88.9	77.5	94.2	60.6	57.9	69.1	75.4	69.0

* REGION BRAND

FOR ACCOUNTS WITH 75 PLUS CARTONS PER WEEK - WITH FREQUENCY

1998 Product Availability Region Objectives:

- All Priority / Core Brands	95+%
- Doral Box Styles	95%
- Winston Ultra Box Styles	90%
- Camel Menthol Styles	90%
- Camel Wides	85%

51854 7653

4/2/98

Syracuse Division #1622
Retail Reps
Product Availability

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Thru March, 1998 Syracuse 1622 Chain Calls Brand:	M. Parzych 162230 % ACCTS WITH	D. Plourde 162231 % ACCTS WITH	B. Austin 162232 % ACCTS WITH	N. Moore-Natalini 162233 % ACCTS WITH	C. Acquilla 162234 % ACCTS WITH	P. Comesky 162235 % ACCTS WITH	A. Jacobs 162236 % ACCTS WITH	L. Monterastelli 162237 % ACCTS WITH	C. Schwartz 162238 % ACCTS WITH	D. Beal 162239 % ACCTS WITH
CAMEL F 85 HP	96.7	100.0	100.0	100.0	92.8	100.0	96.9	100.0	96.0	96.3
CAMEL LTS F 85 SP	98.3	100.0	100.0	100.0	94.0	100.0	96.9	100.0	98.7	96.3
CAMEL LTS F 85 HP	96.7	96.9	100.0	100.0	96.4	98.6	96.9	100.0	90.7	94.4
CAMEL F 85 SP	98.3	100.0	100.0	100.0	94.0	98.6	93.9	100.0	97.3	96.3
CAMEL L M 83 BX	80.0	90.8	90.7	94.2	83.1	81.9	87.5	85.0	76.0	94.4
CAMEL M 83 BX	80.0	90.8	89.3	94.2	85.5	79.2	85.9	83.3	78.7	92.6
*CAM WIDE F 79 HP	73.3	83.1	94.7	89.9	77.1	76.4	81.2	70.0	73.3	94.4
*CAM WIDE LF 79 HP	78.3	81.5	94.7	91.3	77.1	76.4	79.7	68.3	72.0	90.7
*RED KAMEL FF	58.3	66.2	77.3	87.0	68.7	75.0	70.3	63.3	61.3	57.4
*RED KAMEL LTS	58.3	66.2	77.3	87.0	66.3	69.4	70.3	63.3	61.3	59.3
DORAL LTS M 100	95.0	95.4	100.0	97.1	88.0	93.1	100.0	100.0	96.0	94.4
DORAL ULT F 100	98.3	95.4	100.0	92.8	90.4	97.2	96.9	100.0	96.0	96.3
DORAL LTS F 100	98.3	96.9	100.0	92.8	92.8	97.2	95.3	98.3	97.3	94.4
DORAL LTS F 85	98.3	98.5	100.0	94.2	88.0	98.6	96.9	100.0	98.7	96.3
DORAL F 100	98.3	96.9	100.0	92.8	88.0	98.6	98.4	100.0	96.0	96.3
DORAL F85 SP	98.3	96.9	100.0	94.2	90.4	100.0	95.3	100.0	97.3	96.3
*DORAL FF 100 BX	83.3	78.5	84.0	85.5	84.3	83.3	81.2	76.7	74.7	77.8
*DORAL LTS 100 BX	83.3	80.0	85.3	73.9	73.5	84.7	79.7	73.3	73.3	79.6
SALEM M 85 SP	98.3	100.0	100.0	100.0	94.0	98.6	96.9	100.0	98.7	94.4
WINSTON LTS F 100 SP	98.3	98.5	100.0	100.0	91.6	98.6	96.9	100.0	97.3	96.3
WINSTON F 85 SP	98.3	96.9	100.0	98.6	94.0	100.0	98.4	100.0	97.3	92.6
WINSTON F 85 BX	98.3	98.5	100.0	98.6	95.2	98.6	98.4	100.0	93.3	96.3
WINSTON LTS F 85 SP	98.3	98.5	100.0	98.6	94.0	100.0	96.9	100.0	97.3	96.3
WINSTON LTS F 85 BX	93.3	93.8	97.3	95.7	92.8	98.6	92.2	98.3	90.7	94.4
WINSTON F 100	98.3	98.5	100.0	100.0	94.0	100.0	98.4	100.0	96.0	96.3
WINSTON LT F 100 BX	86.7	81.5	90.7	94.2	81.9	88.9	89.1	96.7	74.7	83.3
WINSTON ULTRA BX	70.0	76.9	86.7	76.8	57.8	61.1	76.6	65.0	65.3	57.4
WINSTON ULTRA 100 BX	71.7	81.5	84.0	81.2	57.8	62.5	81.2	65.0	64.0	57.4

* REGION BRAND

FOR ACCOUNTS WITH 75 PLUS CARTONS PER WEEK - WITH FREQUENCY

51854 7654

1998 Product Availability Region Objectives:

- All Priority / Core Brands	95+%
- Doral Box Styles	95%
- Winston Ultra Box Styles	90%
- Camel Menthol Styles	90%
- Camel Wides	85%

4/2/98

Albany Division #1623
Product Availability
1998

Albany Division	THRU 12/97		THRU 1/98	THRU 2/98	THRU 3/98	THRU 4/98	THRU 5/98	THRU 6/98	THRU 7/98	THRU 8/98	THRU 9/98	THRU 10/98	THRU 11/98	THRU 12/98
Brand:	% ACCTS WITH	1998 Objective	% ACCTS WITH	% ACCTS WITH	% TOTAL WITH	% ACCTS WITH	% TOTAL WITH	% ACCTS WITH	% TOTAL WITH	% ACCTS WITH	% TOTAL WITH	% TOTAL WITH	% TOTAL WITH	% TOTAL WITH
CAMEL F 85 HP	98.3	95.0	98.0	98.5	98.3									
CAMEL LTS F 85 SP	94.2	95.0	94.3	94.3	94.3									
CAMEL LTS F 85 HP	97.4	95.0	97.5	98.2	98.0									
CAMEL F 85 SP	94.9	95.0	95.4	95.4	95.5									
CAMEL L M 83 BX	88.1	90.0	88.2	87.9	88.1									
CAMEL M 83 BX	87.5	90.0	88.4	88.4	88.3									
*CAM WIDE F 79 HP	84.4	85.0	85.7	84.6	86.2									
*CAM WIDE LF 79 HP	84.7	85.0	85.1	84.8	85.7									
*RED KAMEL FF	82.4	95.0	83.1	83.6	84.9									
*RED KAMEL LTS	81.7	95.0	82.6	82.6	83.4									
DORAL LTS M 100	86	95.0	86.0	85.5	87.4									
DORAL ULT F 100	86	95.0	85.6	85.1	87.1									
DORAL LTS F 100	87.7	95.0	88.8	88.4	90.1									
DORAL LTS F 85	86.9	95.0	88.3	87.1	89.1									
DORAL F 100	88.4	95.0	89.4	89.6	90.5									
DORAL F85 SP	87.8	95.0	88.4	87.1	87.7									
*DORAL FF 100 BX	72.6	95.0	73.9	73.1	73.7									
*DORAL LTS 100 BX	70.3	95.0	72.6	72.0	73.5									
SALEM M 85 SP	98.4	95.0	98.2	98.4	98.0									
WINSTON LTS F 100 SP	95.8	95.0	95.1	96.3	96.4									
WINSTON F 85 SP	97.9	95.0	97.7	97.8	97.9									
WINSTON F 85 BX	97.5	95.0	97.5	97.8	97.9									
WINSTON LTS F 85 SP	96.8	95.0	97.1	96.8	97.2									
WINSTON LTS F 85 BX	94.7	95.0	94.8	95.4	96.4									
WINSTON F 100	98.1	95.0	98.1	98.4	98.4									
WINSTON LT F 100 BX	80.2	95.0	81.3	81.7	87.8									
WINSTON ULTRA BX	62.2	90.0	65.3	66.4	74.4									
WINSTON ULTRA 100 BX	62.2	90.0	64.8	65.3	72.6									

* REGION BRAND

FOR ACCOUNTS 75 PLUS CARTONS PER WEEK - WITH FREQUENCY

51854 7655

4/2/98

Albany Division #1623
Sales Reps
Product Availability

Thru March, 1998 Albany 1623 Independents Brand:	S. Close 162301		G. Bain 162302		M. Tisinger 162303		M. Howard 162304		S. Haskin 162305		J. Salerno 162306		J. Orlando 162307		J. Whiting 162308		R. Cote 162309	
	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH
CAMEL F 85 HP	95.0	100.0	95.0	95.2	95.0	96.3	95.0	95.8	95.0	97.0	95.0	97.8	95.0	97.8	95.0	97.8	95.0	98.9
CAMEL LTS F 85 SP	95.0	89.0	95.0	93.7	95.0	93.9	95.0	94.4	95.0	94.9	95.0	97.8	95.0	89.1	95.0	88.2	95.0	93.5
CAMEL LTS F 85 HP	95.0	100.0	95.0	93.7	95.0	93.9	95.0	95.8	95.0	97.0	95.0	97.8	95.0	96.7	95.0	98.9	95.0	98.9
CAMEL F 85 SP	95.0	93.2	95.0	93.7	95.0	93.9	95.0	94.4	95.0	93.9	95.0	96.8	95.0	90.2	95.0	90.3	95.0	94.6
CAMEL L M 83 BX	90.0	83.6	90.0	82.5	90.0	89.0	90.0	84.7	90.0	89.9	90.0	86.0	90.0	79.3	90.0	95.7	90.0	88.2
CAMEL M 83 BX	90.0	84.9	90.0	82.5	90.0	90.2	90.0	87.5	90.0	91.9	90.0	83.9	90.0	81.5	90.0	92.5	90.0	88.2
*CAM WIDE F 79 HP	85.0	93.2	85.0	84.1	85.0	86.6	85.0	86.1	85.0	92.9	85.0	86.0	85.0	83.7	85.0	93.5	85.0	89.2
*CAM WIDE LF 79 HP	85.0	90.4	85.0	84.1	85.0	80.5	85.0	86.1	85.0	92.9	85.0	83.9	85.0	84.8	85.0	93.5	85.0	89.2
*RED KAMEL FF	95.0	89.0	95.0	85.7	95.0	84.1	95.0	91.7	95.0	86.9	95.0	84.9	95.0	88.0	95.0	94.6	95.0	77.4
*RED KAMEL LTS	95.0	84.9	95.0	87.3	95.0	84.1	95.0	90.3	95.0	83.8	95.0	86.0	95.0	81.5	95.0	93.5	95.0	76.3
DORAL LTS M 100	95.0	76.7	95.0	85.7	95.0	98.8	95.0	93.1	95.0	87.9	95.0	82.8	95.0	78.3	95.0	93.5	95.0	76.3
DORAL ULT F 100	95.0	82.2	95.0	82.5	95.0	97.6	95.0	90.3	95.0	87.9	95.0	81.7	95.0	77.2	95.0	92.5	95.0	76.3
DORAL LTS F 100	95.0	79.5	95.0	90.5	95.0	97.6	95.0	93.1	95.0	84.8	95.0	91.4	95.0	82.6	95.0	93.5	95.0	76.3
DORAL LTS F 85	95.0	79.5	95.0	90.5	95.0	100.0	95.0	91.7	95.0	87.9	95.0	88.2	95.0	83.7	95.0	90.3	95.0	68.8
DORAL F 100	95.0	79.5	95.0	90.5	95.0	97.6	95.0	93.1	95.0	87.9	95.0	91.4	95.0	83.7	95.0	92.5	95.0	76.3
DORAL F85 SP	95.0	83.6	95.0	90.5	95.0	98.8	95.0	93.1	95.0	88.9	95.0	90.3	95.0	80.4	95.0	93.5	95.0	67.7
*DORAL FF 100 BX	95.0	72.6	95.0	76.2	95.0	76.8	95.0	77.8	95.0	68.7	95.0	67.7	95.0	71.7	95.0	84.9	95.0	67.7
*DORAL LTS 100 BX	95.0	79.5	95.0	74.6	95.0	68.3	95.0	76.4	95.0	73.7	95.0	67.7	95.0	70.7	95.0	82.8	95.0	66.7
SALEM M 85 SP	95.0	95.9	95.0	95.2	95.0	97.6	95.0	95.8	95.0	96.0	95.0	97.8	95.0	98.9	95.0	100.0	95.0	98.9
WINSTON LTS F 100 SP	95.0	90.4	95.0	95.2	95.0	98.8	95.0	95.8	95.0	97.0	95.0	97.8	95.0	96.7	95.0	92.5	95.0	98.9
WINSTON F 85 SP	95.0	95.9	95.0	95.2	95.0	98.8	95.0	95.8	95.0	96.0	95.0	97.8	95.0	97.8	95.0	97.8	95.0	98.9
WINSTON F 85 BX	95.0	100.0	95.0	95.2	95.0	98.8	95.0	94.4	95.0	97.0	95.0	97.8	95.0	97.8	95.0	96.8	95.0	96.8
WINSTON LTS F 85 SP	95.0	90.4	95.0	95.2	95.0	97.6	95.0	95.8	95.0	96.0	95.0	97.8	95.0	96.7	95.0	97.8	95.0	98.9
WINSTON LTS F 85 BX	95.0	94.5	95.0	92.1	95.0	92.7	95.0	94.4	95.0	93.9	95.0	97.8	95.0	95.7	95.0	98.9	95.0	96.8
WINSTON F 100	95.0	98.6	95.0	93.7	95.0	98.8	95.0	95.8	95.0	97.0	95.0	97.8	95.0	97.8	95.0	98.9	95.0	98.9
WINSTON LT F 100 BX	95.0	86.2	95.0	81.0	95.0	84.1	95.0	84.7	95.0	90.9	95.0	91.4	95.0	84.8	95.0	90.3	95.0	88.2
WINSTON ULTRA BX	90.0	79.5	90.0	79.4	90.0	86.6	90.0	79.2	90.0	84.8	90.0	82.8	90.0	84.8	90.0	92.5	90.0	84.9
WINSTON ULTRA 100 BX	90.0	82.2	90.0	76.2	90.0	82.9	90.0	77.8	90.0	81.8	90.0	77.4	90.0	81.5	90.0	92.5	90.0	83.9

* REGION BRAND

FOR ACCOUNTS 75 PLUS CARTONS PER WEEK--WITH FREQUENCY

51854 7655

Albany Division #1623
Retail Reps
Product Availability

Thru March, 1998 Albany Division Chain Calls Brand:	N. Lopez 162320 % ACCTS WITH	D. Severino 162321 % ACCTS WITH	E. Barber 162322 % ACCTS WITH	J. Bodette 162323 % ACCTS WITH	B. Ostrowski 162324 % ACCTS WITH	M. Maroney 162325 % ACCTS WITH	T. Riley 162326 % ACCTS WITH	S. Dinino 162327 % ACCTS WITH	T. Drino 162328 % ACCTS WITH	F. DiLaura 162329 % ACCTS WITH	J. Tepfer 162330 % ACCTS WITH
CAMEL F 85 HP	100.0	99.0	100.0	100.0	100.0	100.0	98.7	100.0	100.0	97.6	96.9
CAMEL LTS F 85 SP	100.0	99.0	100.0	100.0	100.0	97.2	98.7	96.7	68.0	95.2	96.9
CAMEL LTS F 85 HP	100.0	99.0	100.0	100.0	100.0	98.6	98.7	98.4	98.0	92.9	96.9
CAMEL F 85 SP	98.5	99.0	100.0	100.0	100.0	98.6	98.7	96.7	86.0	95.2	96.9
CAMEL L M 83 BX	94.1	89.9	95.9	95.6	97.4	88.7	93.3	86.9	74.0	88.1	87.5
CAMEL M 83 BX	95.6	89.9	95.9	93.3	97.4	90.1	92.0	91.8	78.0	83.3	87.5
*CAM WIDE F 79 HP	94.1	83.8	84.9	88.9	88.3	84.5	88.0	82.0	76.0	81.0	87.5
*CAM WIDE LF 79 HP	92.6	85.9	84.9	88.9	89.6	83.1	88.0	80.3	76.0	81.0	84.4
*RED KAMEL FF	92.6	89.9	83.6	84.4	90.9	74.6	88.0	80.3	70.0	81.0	78.1
*RED KAMEL LTS	88.2	90.9	80.8	82.2	90.9	70.4	88.0	78.7	76.0	76.2	78.1
DORAL LTS M 100	94.1	94.9	90.4	91.1	93.5	97.2	90.7	91.8	84.0	83.3	65.6
DORAL ULT F 100	95.6	96.0	91.8	95.6	96.1	95.8	89.3	93.4	70.0	76.2	65.6
DORAL LTS F 100	95.6	100.0	95.9	97.8	97.4	95.8	92.0	100.0	84.0	81.0	78.1
DORAL LTS F 85	94.1	96.0	95.9	97.8	94.8	97.2	92.0	96.7	74.0	83.3	68.7
DORAL F 100	97.1	99.0	98.6	100.0	98.7	98.6	92.0	93.4	86.0	83.3	81.2
DORAL F 85 SP	91.2	85.9	83.6	100.0	98.7	97.2	93.3	100.0	100.0	71.4	71.9
*DORAL FF 100 BX	85.3	85.9	78.1	88.9	84.4	74.6	77.3	62.3	62.0	66.7	59.4
*DORAL LTS 100 BX	86.8	85.9	79.5	84.4	84.4	66.2	81.3	55.7	50.0	69.0	53.1
SALEM M 85 SP	98.5	100.0	98.6	97.8	98.7	97.2	98.7	100.0	100.0	97.6	96.9
WINSTON LTS F 100 SP	98.5	100.0	98.6	100.0	98.7	95.8	98.7	100.0	82.0	97.6	96.9
WINSTON F 85 SP	97.1	100.0	98.6	100.0	98.7	98.6	98.7	100.0	96.0	97.6	96.9
WINSTON F 85 BX	98.5	99.0	100.0	100.0	100.0	98.6	98.7	100.0	98.0	95.2	96.9
WINSTON LTS F 85 SP	95.6	100.0	100.0	100.0	97.4	98.6	98.7	100.0	98.0	92.9	96.9
WINSTON LTS F 85 BX	95.6	99.0	98.6	100.0	98.7	95.8	97.3	98.4	94.0	97.6	96.9
WINSTON F 100	98.5	100.0	100.0	100.0	100.0	100.0	98.7	100.0	100.0	97.6	96.9
WINSTON LT F 100 BX	91.2	89.9	76.7	88.9	94.8	88.7	96.0	83.6	80.0	90.5	84.4
WINSTON ULTRA BX	77.9	43.4	61.6	84.4	53.2	67.6	82.7	70.5	54.0	83.3	87.5
WINSTON ULTRA 100 BX	75.0	45.5	68.5	86.7	50.6	67.6	81.3	63.9	56.0	85.7	78.1

* REGION BRAND

FOR ACCOUNTS 75 PLUS CARTONS PER WEEK - WITH FREQUENCY

1998 Product Availability Region Objectives:

- All Priority / Core Brands	95+%
- Doral Box Styles	95%
- Winston Ultra Box Styles	90%
- Camel Menthol Styles	90%
- Camel Wides	85%

LS9L 45815

4/2/98

Buffalo Division #1626
Product Availability
1998

Buffalo Division	THRU 12/97		THRU 1/98	THRU 2/98	THRU 3/98	THRU 4/98	THRU 5/98	THRU 6/98	THRU 7/98	THRU 8/98	THRU 9/98	THRU 10/98	THRU 11/98	THRU 12/98
Brand:	% ACCTS WITH	1998 Objective	% ACCTS WITH	% ACCTS WITH	% TOTAL WITH	% ACCTS WITH	% TOTAL WITH	% ACCTS WITH	% TOTAL WITH	% ACCTS WITH	% TOTAL WITH	% TOTAL WITH	% TOTAL WITH	% TOTAL WITH
CAMEL F 85 HP	96.7	95.0	96.8	96.8	96.5									
CAMEL LTS F 85 SP	97.8	95.0	97.9	98.2	98.3									
CAMEL LTS F 85 HP	96.6	95.0	96.5	96.8	96.6									
CAMEL F 85 SP	98.1	95.0	98.2	98.3	98.2									
CAMEL L M 83 BX	91.1	91.0	91.2	91.7	91.5									
CAMEL M 83 BX	90.3	91.0	90.8	91.5	90.6									
*CAM WIDE F 79 HP	84.6	86.0	84.7	86.4	87.3									
*CAM WIDE LF 79 HP	84.0	86.0	83.7	84.7	86.4									
*RED KAMEL FF	77.5	95.0	78.8	80.5	81.6									
*RED KAMEL LTS	77.0	95.0	77.9	79.8	81.0									
DORAL LTS M 100	95.9	95.0	96.7	96.4	96.3									
DORAL ULT F 100	94.8	95.0	96.3	96.1	95.8									
DORAL LTS F 100	96.4	95.0	97.2	97.1	96.8									
DORAL LTS F 85	96.5	95.0	97.3	97.2	96.8									
DORAL F 100	96.8	95.0	97.3	96.7	96.8									
DORAL F 85 SP	97.3	95.0	97.6	97.3	97.0									
*DORAL FF 100 BX	66.3	95.0	70.3	73.5	77.1									
*DORAL LTS 100 BX	64.4	95.0	70.0	73.6	75.9									
SALEM M 85 SP	97.7	95.0	98.2	98.2	97.9									
WINSTON LTS F 100 SP	97.9	95.0	98.4	98.3	98.1									
WINSTON F 85 SP	98.2	95.0	98.4	98.4	98.0									
WINSTON F 85 BX	95.1	95.0	95.9	96.1	96.6									
WINSTON LTS F 85 SP	98.2	95.0	98.4	98.5	98.3									
WINSTON LTS F 85 BX	92.2	95.0	93.5	93.8	94.9									
WINSTON F 100	98.2	95.0	98.2	98.5	98.1									
WINSTON LT F 100 BX	68.4	95.0	76.8	81.0	85.0									
WINSTON ULTRA BX	59.9	91.0	68.0	73.6	79.3									
WINSTON ULTRA 100 BX	58.7	91.0	67.3	73.5	78.4									

* REGION BRAND

FOR ACCOUNTS 75 PLUS CARTONS PER WEEK - WITH FREQUENCY

8597 65819

4/2/98

Buffalo Division #1626
Sales Reps
Product Availability

Thru March, 1998 Buffalo #1626 Independents Brand:	D. Neaf 162601		B. Davignon 162602		M. Morris 162603		T. Thompson 162604		N. Clary 162605		H. Levenstein 162606		D. Miller 162607	
	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH
CAMEL F 85 HP	95.0	97.6	95.0	96.4	95.0	95.2	95.0	95.8	95.0	96.4	95.0	100.0	95.0	90.5
CAMEL LTS F 85 SP	95.0	100.0	95.0	97.6	95.0	98.4	95.0	98.6	95.0	97.3	95.0	97.8	95.0	98.8
CAMEL LTS F 85 HP	95.0	97.6	95.0	96.4	95.0	95.2	95.0	98.6	95.0	96.4	95.0	100.0	95.0	90.5
CAMEL F 85 SP	95.0	100.0	95.0	97.6	95.0	98.4	95.0	98.6	95.0	97.3	95.0	100.0	95.0	98.8
CAMEL L M 83 BX	91.0	92.8	91.0	91.6	91.0	93.5	91.0	91.5	91.0	93.7	91.0	95.6	91.0	89.3
CAMEL M 83 BX	91.0	92.8	91.0	90.4	91.0	88.7	91.0	91.5	91.0	94.6	91.0	94.4	91.0	86.9
*CAM WIDE F 79 HP	86.0	92.8	86.0	92.8	86.0	88.7	86.0	88.7	86.0	92.9	86.0	96.7	86.0	86.9
*CAM WIDE LF 79 HP	86.0	86.0	86.0	94.0	86.0	90.3	86.0	90.1	86.0	93.7	86.0	96.7	86.0	81.0
*RED KAMEL FF	95.0	96.4	95.0	91.6	95.0	95.2	95.0	94.4	95.0	88.4	95.0	98.9	95.0	72.6
*RED KAMEL LTS	95.0	96.4	95.0	91.6	95.0	91.9	95.0	94.4	95.0	87.5	95.0	98.9	95.0	70.2
DORAL LTS M 100	95.0	97.6	95.0	96.4	95.0	96.8	95.0	88.7	95.0	95.5	95.0	100.0	95.0	91.7
DORAL ULT F 100	95.0	97.6	95.0	95.2	95.0	96.8	95.0	87.3	95.0	94.6	95.0	100.0	95.0	89.3
DORAL LTS F 100	95.0	98.8	95.0	96.4	95.0	95.2	95.0	91.5	95.0	95.5	95.0	100.0	95.0	91.7
DORAL LTS F 85	95.0	98.8	95.0	95.2	95.0	96.8	95.0	90.1	95.0	94.6	95.0	100.0	95.0	94.0
DORAL F 100	95.0	98.8	95.0	96.4	95.0	96.8	95.0	91.5	95.0	95.5	95.0	100.0	95.0	91.7
DORAL F85 SP	95.0	98.8	95.0	96.4	95.0	98.4	95.0	91.5	95.0	95.5	95.0	100.0	95.0	94.0
*DORAL FF 100 BX	95.0	81.9	95.0	83.1	95.0	82.3	95.0	70.4	95.0	80.4	95.0	94.4	95.0	79.8
*DORAL LTS 100 BX	95.0	80.7	95.0	83.1	95.0	82.3	95.0	70.4	95.0	78.6	95.0	95.6	95.0	77.4
SALEM M 85 SP	95.0	98.8	95.0	97.6	95.0	100.0	95.0	100.0	95.0	98.2	95.0	100.0	95.0	98.8
WINSTON LTS F 100 SP	95.0	100.0	95.0	97.6	95.0	100.0	95.0	100.0	95.0	95.5	95.0	100.0	95.0	97.6
WINSTON F 85 SP	95.0	100.0	95.0	97.6	95.0	98.4	95.0	100.0	95.0	96.4	95.0	100.0	95.0	98.8
WINSTON F 85 BX	95.0	97.6	95.0	96.4	95.0	93.5	95.0	100.0	95.0	95.5	95.0	98.9	95.0	92.9
WINSTON LTS F 85 SP	95.0	100.0	95.0	97.6	95.0	100.0	95.0	98.6	95.0	95.5	95.0	100.0	95.0	98.8
WINSTON LTS F 85 BX	95.0	97.6	95.0	95.2	95.0	93.5	95.0	98.6	95.0	93.7	95.0	98.9	95.0	88.1
WINSTON F 100	95.0	100.0	95.0	97.6	95.0	100.0	95.0	100.0	95.0	96.4	95.0	100.0	95.0	97.6
WINSTON LT F 100 BX	95.0	92.8	95.0	94.0	95.0	85.5	95.0	88.7	95.0	84.8	95.0	94.4	95.0	86.9
WINSTON ULTRA BX	91.0	89.2	91.0	94.0	91.0	85.5	91.0	85.9	91.0	82.1	91.0	94.4	91.0	79.8
WINSTON ULTRA 100 BX	91.0	90.4	91.0	94.0	91.0	82.3	91.0	88.7	91.0	83.9	91.0	95.6	91.0	83.3

* REGION BRAND

FOR ACCOUNTS 75 PLUS CARTONS PER WEEK-WITH FREQUENCY

659L 05819

4/2/98

Buffalo Division #1626
Retail Reps
Product Availability

Thru March, 1998 Buffalo Division Chain Calls Brand:	S. Flansburg 162620 % ACCTS WITH	R. Skelton 162621 % ACCTS WITH	J. Ames 162622 % ACCTS WITH	J. Henrich 162623 % ACCTS WITH	C. Rose 162624 % ACCTS WITH	R. Carr 162625 % ACCTS WITH	K. Mineo 162626 % ACCTS WITH	R. Kiehlmeier 162627 % ACCTS WITH	K. Gould 162628 % ACCTS WITH	S. Uptegrove 162629 % ACCTS WITH	S. Tremmel 162630 % ACCTS WITH
CAMEL F 85 HP	97.0	98.6	97.2	98.4	100.0	94.3	98.6	96.1	100.0	98.7	95.5
CAMEL LTS F 85 SP	100.0	100.0	98.6	98.4	100.0	98.6	100.0	97.4	100.0	100.0	95.5
CAMEL LTS F 85 HP	98.5	98.6	98.6	96.7	100.0	95.7	97.1	94.7	100.0	97.3	94.0
CAMEL F 85 SP	100.0	100.0	97.2	98.4	100.0	98.6	100.0	94.7	100.0	100.0	95.5
CAMEL L M 83 BX	89.6	95.7	90.1	93.4	98.4	85.7	94.3	96.1	94.5	92.0	88.1
CAMEL M 83 BX	88.1	97.1	87.3	93.4	95.1	84.3	90.0	97.4	94.5	92.0	88.1
*CAM WIDE F 79 HP	88.1	91.3	83.1	85.2	98.4	82.9	88.6	89.5	76.7	72.0	79.1
*CAM WIDE LF 79 HP	86.6	89.9	78.9	85.2	96.7	82.9	88.6	86.8	78.1	70.7	79.1
*RED KAMEL FF	68.7	82.6	80.3	75.4	78.7	70.0	87.1	78.9	75.3	81.3	76.1
*RED KAMEL LTS	71.6	81.2	81.7	70.5	80.3	70.0	84.3	78.9	74.0	82.7	74.6
DORAL LTS M 100	97.0	95.7	95.8	96.7	100.0	98.6	98.6	96.1	100.0	100.0	94.0
DORAL ULT F 100	97.0	95.7	95.8	98.4	98.4	98.6	98.6	92.1	100.0	100.0	95.5
DORAL LTS F 100	98.5	97.1	97.2	98.4	100.0	98.6	100.0	96.1	100.0	98.7	95.5
DORAL LTS F 85	100.0	97.1	97.2	98.4	100.0	97.1	100.0	94.7	100.0	100.0	95.5
DORAL F 100	98.5	97.1	95.8	98.4	100.0	98.6	100.0	94.7	100.0	100.0	95.5
DORAL F85 SP	98.5	97.1	98.6	98.4	98.4	97.1	100.0	93.4	100.0	100.0	95.5
*DORAL FF 100 BX	83.6	72.5	45.1	72.1	91.8	62.9	75.7	90.8	76.7	75.3	83.6
*DORAL LTS 100 BX	76.1	72.5	49.3	70.5	80.3	61.4	75.7	89.5	75.3	62.7	82.1
SALEM M 85 SP	98.5	100.0	91.5	96.7	100.0	98.6	98.6	97.4	100.0	100.0	92.5
WINSTON LTS F 100 SP	98.5	100.0	98.6	98.4	100.0	98.6	100.0	94.7	100.0	100.0	94.0
WINSTON F 85 SP	100.0	100.0	97.2	98.4	98.4	98.6	98.6	97.4	100.0	100.0	94.0
WINSTON F 85 BX	98.5	97.1	97.2	95.1	100.0	91.4	100.0	97.4	97.3	100.0	95.5
WINSTON LTS F 85 SP	100.0	100.0	97.2	98.4	100.0	98.6	100.0	97.4	100.0	100.0	95.5
WINSTON LTS F 85 BX	97.0	97.1	95.8	96.7	100.0	91.4	100.0	94.7	89.0	100.0	95.5
WINSTON F 100	100.0	100.0	94.4	98.4	100.0	98.6	97.1	97.4	100.0	100.0	95.5
WINSTON LT F 100 BX	92.5	87.0	63.4	83.6	100.0	60.0	90.0	94.7	80.8	88.0	95.5
WINSTON ULTRA BX	79.1	71.0	56.3	82.0	82.0	58.6	80.0	89.5	79.5	70.7	86.6
WINSTON ULTRA 100 BX	80.6	71.0	60.6	80.3	75.4	52.9	75.7	92.1	75.3	66.7	80.6

* REGION BRAND

FOR ACCOUNTS 75 PLUS CARTONS PER WEEK - WITH FREQUENCY

0997 76619

1998 Product Availability Region Objectives:

- All Priority / Core Brands	95+%
- Doral Box Styles	95%
- Winston Ultra Box Styles	90%
- Camel Menthol Styles	90%
- Camel Wides	85%

4/6/98

Nashua Division #1638
Product Availability
1998

Nashua Division	THRU 12/97		THRU 1/98	THRU 2/98	THRU 3/98	THRU 4/98	THRU 5/98	THRU 6/98	THRU 7/98	THRU 8/98	THRU 9/98	THRU 10/98	THRU 11/98	THRU 12/98
Brand:	% ACCTS WITH	1998 Objective	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH	% ACCTS WITH
CAMEL F 85 HP	98.6	95.0	98.4	98.6	99.1									
CAMEL LTS F 85 SP	94.5	95.0	94.9	95.4	94.9									
CAMEL LTS F 85 HP	97.8	95.0	98.4	98.1	98.3									
CAMEL F 85 SP	96.3	95.0	95.9	96.1	95.7									
CAMEL L M 85 BX	87.6	90.0	88.2	89.7	89.1									
CAMEL M 85 BX	88.7	90.0	88.1	89.5	89.7									
*CAM WIDE F 79 HP	90.1	85.0	92.1	92.5	92.1									
*CAM WIDE LF 79 HP	90.1	85.0	91.1	91.1	91.2									
*RED KAMEL FF	86.4	90.0	87.2	88.7	89.1									
*RED KAMEL LTS	85.3	90.0	86.3	87.1	88.1									
DORAL LTS M 100	81.3	95.0	82.3	83.9	84.5									
DORAL ULT F 100	80.2	95.0	82.0	82.1	83.1									
DORAL LTS F 100	79.8	95.0	81.9	83.2	82.8									
DORAL LTS F 85	77.9	95.0	78.3	79.3	80.4									
DORAL F 100	81.0	95.0	82.6	83.2	83.4									
DORAL F 85 SP	73.7	95.0	76.4	76.5	77.2									
*DORAL FF 100 BX	70.6	95.0	75.3	75.9	76.0									
*DORAL LTS 100 BX	69.1	95.0	73.5	74.6	77.0									
SALEM M 85 SP	98.8	95.0	98.6	98.8	98.6									
WINSTON LTS F 100 SP	91.6	95.0	92.2	92.6	92.3									
WINSTON F 85 SP	98.2	95.0	97.8	97.7	97.6									
WINSTON F 85 BX	98.2	95.0	98.0	98.4	98.2									
WINSTON LTS F 85 SP	96.4	95.0	96.5	96.6	96.5									
WINSTON LTS F 85 BX	98.0	95.0	97.8	98.4	97.7									
WINSTON F 100	97.9	95.0	98.0	98.5	98.1									
WINSTON LT F 100 BX	92.4	95.0	93.5	92.6	92.7									
WINSTON ULTRA BX	79.7	95.0	84.3	84.0	85.9									
WINSTON ULTRA 100 BX	77.3	95.0	80.3	81.7	84.2									

* REGION BRAND

FOR ACCOUNTS 75 PLUS CARTONS PER WEEK - WITH FREQUENCY

51854 7661

4/2/98

Nashua Division #1638

Sales Reps

Product Availability

Thru March, 1998 Nashua Division Independents Brand:	M. Sheltra 163801		J. Chicarelli 163802		B. Davis 163803		D. Patterson 163804		D. Doak 163805		163806		R. Pianowski 163807	
	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH	1998 Obj.	% ACCTS WITH
CAMEL F 85 HP	98.0	100.0	98.0	95.2	98.0	100.0	98.0	98.4	98.0	100.0	98.0	98.9	98.0	97.6
CAMEL LTS F 85 SP	98.0	93.1	98.0	95.2	98.0	100.0	98.0	90.5	98.0	93.8	98.0	89.1	98.0	97.6
CAMEL LTS F 85 HP	98.0	98.6	98.0	96.8	98.0	100.0	98.0	96.8	98.0	100.0	98.0	97.8	98.0	96.4
CAMEL F 85 SP	98.0	97.2	98.0	95.2	98.0	100.0	98.0	90.5	98.0	95.4	98.0	88.0	98.0	96.4
CAMEL L M 83 BX	95.0	93.1	95.0	85.7	95.0	96.1	95.0	92.1	95.0	89.2	95.0	91.3	95.0	80.7
CAMEL M 83 BX	95.0	94.4	95.0	88.9	95.0	96.1	95.0	90.5	95.0	89.2	95.0	88.0	95.0	81.9
*CAM WIDE F 79 HP	95.0	93.1	95.0	92.1	95.0	98.7	95.0	93.7	95.0	93.8	95.0	90.2	95.0	88.0
*CAM WIDE LF 79 HP	95.0	95.8	95.0	88.9	95.0	98.7	95.0	93.7	95.0	92.3	95.0	87.0	95.0	83.1
*RED KAMEL FF	95.0	100.0	95.0	87.3	95.0	92.1	95.0	88.9	95.0	95.4	95.0	92.4	95.0	80.7
*RED KAMEL LTS	95.0	97.2	95.0	85.7	95.0	90.8	95.0	87.3	95.0	93.8	95.0	91.3	95.0	79.5
DORAL LTS M 100	95.0	83.3	95.0	84.1	95.0	88.2	95.0	90.5	95.0	86.2	95.0	81.5	95.0	68.7
DORAL ULT F 100	95.0	76.4	95.0	81.0	95.0	86.8	95.0	90.5	95.0	89.2	95.0	81.5	95.0	66.3
DORAL LTS F 100	95.0	70.8	95.0	79.4	95.0	88.2	95.0	87.3	95.0	83.1	95.0	79.3	95.0	67.5
DORAL LTS F 85	95.0	79.2	95.0	84.1	95.0	82.9	95.0	85.7	95.0	87.7	95.0	66.3	95.0	65.1
DORAL F 100	95.0	79.2	95.0	82.5	95.0	88.2	95.0	88.9	95.0	84.6	95.0	75.0	95.0	66.3
DORAL F85 SP	95.0	70.8	95.0	77.8	95.0	76.3	95.0	87.3	95.0	87.7	95.0	64.1	95.0	65.1
*DORAL FF 100 BX	95.0	80.6	95.0	79.4	95.0	84.2	95.0	84.1	95.0	81.5	95.0	81.5	95.0	65.1
*DORAL LTS 100 BX	95.0	83.3	95.0	79.4	95.0	84.2	95.0	85.7	95.0	84.6	95.0	80.4	95.0	65.1
SALEM M 85 SP	98.0	100.0	98.0	95.2	98.0	100.0	98.0	98.4	98.0	100.0	98.0	98.9	98.0	94.0
WINSTON LTS F 100 SP	95.0	87.5	95.0	90.5	95.0	96.1	95.0	95.2	95.0	95.4	95.0	78.3	95.0	91.6
WINSTON F 85 SP	98.0	97.2	98.0	96.8	98.0	98.7	98.0	98.4	98.0	98.5	98.0	97.8	98.0	96.4
WINSTON F 85 BX	98.0	98.6	98.0	95.2	98.0	98.7	98.0	98.4	98.0	98.5	98.0	97.8	98.0	95.2
WINSTON LTS F 85 SP	95.0	93.1	95.0	95.2	95.0	97.4	95.0	98.4	95.0	98.5	95.0	91.3	95.0	96.4
WINSTON LTS F 85 BX	95.0	100.0	95.0	95.2	95.0	98.7	95.0	98.4	95.0	100.0	95.0	96.7	95.0	95.2
WINSTON F 100	98.0	97.2	98.0	92.1	98.0	97.4	98.0	98.4	98.0	100.0	98.0	98.9	98.0	97.6
WINSTON LT F 100 BX	95.0	94.4	95.0	85.7	95.0	93.4	95.0	92.1	95.0	98.5	95.0	97.8	95.0	89.2
WINSTON ULTRA BX	95.0	91.7	95.0	85.7	95.0	92.1	95.0	93.7	95.0	96.9	95.0	90.2	95.0	85.5
WINSTON ULTRA 100 BX	95.0	88.9	95.0	85.7	95.0	89.5	95.0	90.5	95.0	95.4	95.0	85.9	95.0	78.3

* REGION BRAND

FOR ACCOUNTS 75 PLUS CARTONS PER WEEK—WITH FREQUENCY

2997 45815

4/6/98

Nashua Division #1636
Retail Reps
Product Availability

Thru March, 1998 Nashua Division Chain Calls Brand:	J. Dowst 163820 % ACCTS WITH	T. Weightman 163821 % ACCTS WITH	V. Koutrakos 163822 % ACCTS WITH	P. Nolin 163823 % ACCTS WITH	B. Cailler 163824 % ACCTS WITH	M. Keefe 163825 % ACCTS WITH	C. Sanborn 163826 % ACCTS WITH	K. Dube 163827 % ACCTS WITH	N. Brogan 163828 % ACCTS WITH	T. Robinson 163829 % ACCTS WITH
CAMEL F 85 HP	100.0	100.0	97.2	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CAMEL LTS F 85 SP	100.0	96.3	91.7	100.0	97.0	97.1	100.0	97.2	98.0	92.5
CAMEL LTS F 85 HP	100.0	100.0	97.2	100.0	100.0	100.0	100.0	97.2	98.0	98.1
CAMEL F 85 SP	96.0	96.3	91.7	97.1	97.0	100.0	100.0	100.0	100.0	96.2
CAMEL L M 83 BX	72.0	85.2	83.3	73.5	90.9	91.4	97.1	77.8	100.0	90.6
CAMEL M 83 BX	80.0	85.2	94.4	73.5	90.9	94.3	97.1	75.0	100.0	92.5
*CAM WIDE F 79 HP	88.0	96.3	88.9	94.1	100.0	88.6	100.0	88.9	90.0	84.9
*CAM WIDE LF 79 HP	88.0	96.3	91.7	94.1	93.9	91.4	97.1	83.3	90.0	92.5
*RED KAMEL FF	88.0	88.9	94.4	67.6	84.8	94.3	94.3	77.8	92.0	83.0
*RED KAMEL LTS	88.0	88.9	91.7	67.6	84.8	94.3	94.3	77.8	92.0	81.1
DORAL LTS M 100	84.0	85.2	88.9	79.4	100.0	97.1	100.0	97.2	92.0	73.6
DORAL ULT F 100	100.0	88.9	88.9	70.6	93.9	94.3	100.0	94.4	96.0	73.6
DORAL LTS F 100	100.0	92.6	88.9	82.4	100.0	94.3	100.0	100.0	84.0	75.5
DORAL LTS F 85	96.0	92.6	80.6	76.5	90.9	97.1	100.0	97.2	84.0	81.1
DORAL F 100	92.0	96.3	97.2	76.5	93.9	100.0	100.0	97.2	90.0	81.1
DORAL F 85 SP	96.0	85.2	75.0	64.7	93.9	94.3	100.0	97.2	88.0	71.7
*DORAL FF 100 BX	80.0	85.2	75.0	52.9	84.8	80.0	94.3	66.7	90.0	60.4
*DORAL LTS 100 BX	80.0	85.2	80.6	44.1	81.8	77.1	91.4	72.2	90.0	60.4
SALEM M 85 SP	100.0	100.0	97.2	100.0	100.0	100.0	100.0	100.0	98.0	100.0
WINSTON LTS F 100 SP	96.0	96.3	91.7	100.0	100.0	91.4	100.0	100.0	96.0	83.0
WINSTON F 85 SP	100.0	100.0	94.4	100.0	97.0	100.0	100.0	100.0	98.0	92.5
WINSTON F 85 BX	100.0	96.3	91.7	100.0	100.0	100.0	100.0	100.0	100.0	98.1
WINSTON LTS F 85 SP	100.0	96.3	94.4	100.0	97.0	100.0	100.0	100.0	98.0	92.5
WINSTON LTS F 85 BX	100.0	96.3	88.9	100.0	100.0	100.0	100.0	100.0	100.0	94.3
WINSTON F 100	96.0	100.0	94.4	100.0	100.0	100.0	100.0	100.0	96.0	96.2
WINSTON LT F 100 BX	92.0	96.3	91.7	100.0	97.0	88.6	100.0	97.2	86.0	81.1
WINSTON ULTRA BX	84.0	88.9	86.1	58.8	78.8	77.1	91.4	66.7	86.0	84.9
WINSTON ULTRA 100 BX	92.0	88.9	80.6	67.6	81.8	80.0	91.4	66.7	90.0	75.5

* REGION BRAND

FOR ACCOUNTS 75 PLUS CARTONS PER WEEK - WITH FREQUENCY

1998 Product Availability Region Objectives:

- All Priority / Core Brands	95+%
- Doral Box Styles	95%
- Winston Ultra Box Styles	90%
- Camel Menthol Styles	90%
- Camel Wides	85%

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4/6/98

SKU MANAGEMENT IN THE “NEW WORLD”

- PM WILL ATTEMPT TO SELL “SKU ELIMINATION” TO RETAILERS AS STORE REMERCHANDISING DECISIONS ARE BEING MADE.
- RJR MUST CONFRONT THIS ISSUE NOW TO PREVENT PM FROM ACHIEVING THIS OBJECTIVE.

WHAT'S AT STAKE?

	<u>POSITIVES</u>	<u>NEGATIVES</u>
PM PERSPECTIVE	<ol style="list-style-type: none"> 1. PLAYS TO PM ADVANTAGE OF A FEW BIG BRANDS REPRESENTING MAJORITY OF THEIR SHARE. 2. KILLS COMPETITORS NEW BRAND INITIATIVES AND GROWING BRANDS THAT HAVE OPPORTUNITY. 	
RJR PERSPECTIVE		<ol style="list-style-type: none"> 1. PLAYS TO RJR DISADVANTAGE DUE TO MANY BRANDS CONTRIBUTING TO TOTAL SHARE. 2. KILLS OUR NEW BRAND INITIATIVES AND OPPORTUNITY BRANDS.
RETAILER PERSPECTIVE	<ol style="list-style-type: none"> 1. REDUCES INVENTORY COST. 2. INCREASES TURNS AND ROI. 3. REDUCES SPACE REQUIREMENTS FOR THE CATEGORY. 	<ol style="list-style-type: none"> 1. POTENTIAL LOST SALES, PROFITS AND TRAFFIC.

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RJR SELLING TACTICS

1. TAKE LEADERSHIP ROLE AS CATEGORY ADVISOR RELATIVE TO CUSTOMERS SKU MANAGEMENT.
- UTILIZE DISCOVERY PROCESS TO FULLY UNDERSTAND THE CUSTOMERS SKU MANAGEMENT OBJECTIVES AND ISSUES NOW AND GOING FORWARD.
- USE SKU MANAGEMENT SELLING TOOLS TO EDUCATE AND SELL CUSTOMERS ON RJR PHILOSOPHY. CAPS PRESENTATION AND MERCURY SKU MANAGEMENT TOOLS.

RJR SELLING TACTICS

2. ENLIGHTEN CUSTOMERS TO THE IMPORTANCE OF CONTINUING TO SATISFY THEIR CUSTOMERS VIA THE STOCKING OF THEIR PREFERRED BRAND.
- A FAILURE TO SATISFY THEIR CUSTOMERS CAUSES LOST SALES, PROFIT AND "TRAFFIC".
 - A 1997 RJR STUDY OF SMOKER BEHAVIOR FOUND THAT IF A SMOKERS REGULAR BRAND WAS NOT AVAILABLE, 67% OF THE CUSTOMERS WENT TO ANOTHER STORE.

*Direct mkt
Study 9900
customers*

RJR SELLING TACTICS

- A 1996 PM TRACKING STUDY OF SMOKER BEHAVIOR FOUND THAT IF A SMOKERS REGULAR BRAND WAS NOT AVAILABLE, THE OUTCOME WAS AS FOLLOWS:

- GO TO ANOTHER STORE	43%
-BUY A DIFFERENT PACKING STYLE	32 %
-BUY A DIFFERENT BRAND	20%
-WAIT	5%

Presence

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1998 Presence

Package Outlet Presence

1997 Objective:

- 1) Maintain year end 1996 CIV Pack Outlet Universe.
- 2) Gain additional Full Price Footprints (68% of Pack contracts with 2 FPD's).
- 3) Maintain/Decrease present CIV where we are locked out.

Results :

	<u>1996 Base</u>	<u>1997 Results</u>
1) Pack Outlet CIV Contracted Universe	56.26%	58.43%
2) % of Contracted Package Outlets with 2 FP Displays	48%	70% (+22%)
3) % CIV Lockout Package Outlets Chain & Independent	13%	11%
% CIV Lockout Package Outlets Independents	10%	9%

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Package Outlet Presence

(continued)

Targeted Chains with PM Exclusive/RJR Lockout

	<u># Stores</u>	<u>Avg. Vol.</u>	<u>Results</u>
Wilson Farms	104	156	Sold - (co-exist with PM)
Orloski's	40	268	Sold - (co-exist with PM)
Byrne Dairy	53	130	Sold via test - 12 stores
Yellow Goose	38	104	Test ceiling mount APD

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Traditional Carton Outlet Presence

1997 Objective:

- 1) Contracted CIV penetration to decrease 10%.
- 2) Through discovery, identify and maintain critical presence and merchandising with Key Players.
- 3) Selectively utilize fixture agreement/RA plans where beneficial.
(Reduce contractual liability in non-player accounts)

Results :

	<u>1996 Base</u>	<u>1997 Results</u>
1) Carton Outlet CIV Contracted Universe	68.55%	* 70.28%

*Reduced 13.44% to 55.11% prior to Penn Traffic taking control of Bi-Lo and Big Bear

Traditional Carton Outlet Presence (continued)

2) Key Players

	<u># Stores</u>	<u>Results</u>
• Wegman's	52	◦ RJR Pk/Ctn Platforms - PM out (Reduced RDA by \$100,000.00)
• AHold		
- TOPS	68	◦ RJR Pk/Ctn Platform - Industry
- VIX	11	◦ RJR Pk/Ctn Platform - Industry
- Finest	42	◦ RJR Pk/Ctn Platform - Industry
• Penn Traffic	275	◦ (Reduced RDA by \$276,000.00)
- P&C Food Markets	64	RJR maintains Presence /
- Insalaco Markets	29	Platforms and currently
- Quality Markets	42	developing Plans for '98
- Big Bear	82	
- BI LO	68	

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Traditional Carton Outlet Presence (continued)

3) Targeted Chains for RA / Fixture Agreements

	<u># Stores</u>	<u>Results</u>
• Price Chopper	91	° RA & Vertical Load Ctn & PM Pk fixtures
• Fay Drugs	252	° (Now Eckerd's) from \$110.00 ctn to RA \$25.00 in 170 stores
• Market Basket	19	° Fixture agreement only

	<u>'96 Base</u>	<u>'97</u>	<u>Results</u>
Region Contract Liability	\$1,736,000	\$866,100	[\$869,900]

Cigarette / Tobacco Store Presence

1997 Objective:

- 1) Maintain year end 1996 CTS Presence.
- 2) Educate / Assist RJR Partners on CTS growth.
- 3) Move towards enhanced Level 2 (Price tier zoning).

Results :

	<u>1996 Base</u>	<u>1997 Results</u>
1) CTS Outlet CIV Contracted Universe	96.28%	96.83%
- Number of CTS Outlets	209	286

(77 New CTS Outlets opened during 1997 YTD)

Cigarette / Tobacco Store Presence (continued)

2) Educate / Assist RJR Partner Accounts on CTS growth.

Results

- | | |
|---------------------|---|
| • United Refining | - 6 stores - Industry Approach |
| • Nice N' Easy | - 4 stores - Industry Approach |
| • Smokers Paradise | - 5 stores - Industry Approach |
| • F.L. Roberts | - 1 store - Industry Approach |
| • Express Marts | - 2 pending - 1st Qtr. 98 - Industry Approach |
| • K & K Food Marts | - 1 store - Industry Approach |
| • Tripi Foods (D.A) | - 1 store - Industry Approach |
| • Dandy Mini Marts | - 5 stores - Industry Approach |

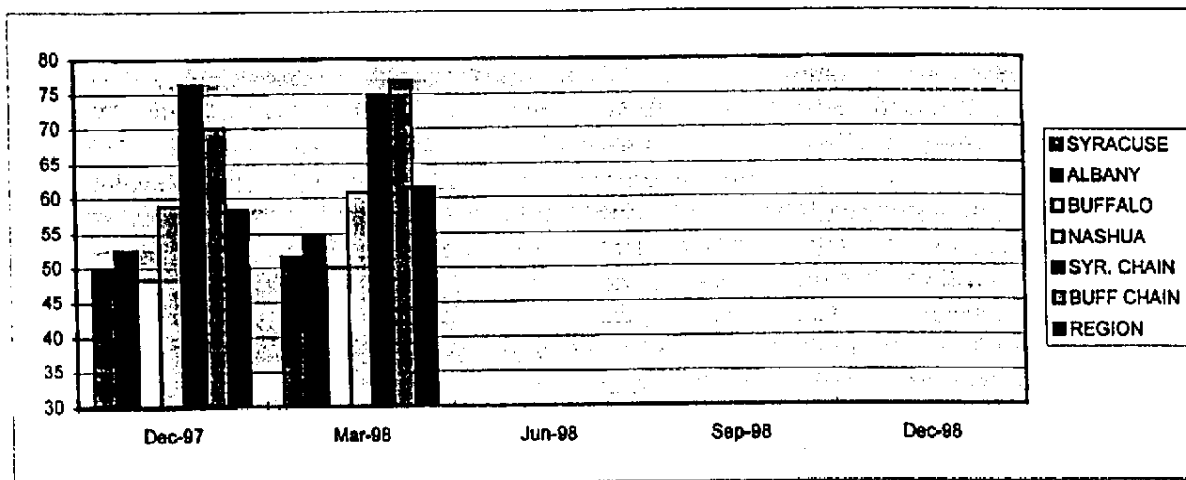
3) Enhanced Level 2 or 3 CIV Contracted:

<u>'97</u>	<u>Obj. '98</u>
17%	40%

**BUFFALO REGION
PACK OUTLET CIV
PAYPOINT ANALYSIS**

PACK OUTLET CONTRACTED CIV TREND

	Dec-97	Mar-98	Jun-98	Sep-98	Dec-98
SYRACUSE	49.98	51.7			
ALBANY	52.69	54.62			
BUFFALO	48.36	50.03			
NASHUA	58.98	60.78			
SYR. CHAIN	76.32	74.84			
BUFF CHAIN	70.1	76.91			
REGION	58.43	61.5			



1998 REGION AND DIVISION OBJECTIVES:

- 1) MAINTAIN YEAR END 1997 CONTRACTED CIV PACK UNIVERSE (58%).
- 2) GAIN ADDITIONAL PERMANENT PACK PRESENCE WHERE BENEFICIAL.
- 3) MAINTAIN/DECREASE PRESENT CIV WHERE RJR IS LOCKED OUT.

Division civ for independent accounts only.

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INDEPENDENT PACK CALLS (SEGMENTS CN,OH,TB,LQ,GS,GK,DG) WITHOUT A RJR CONTRACT. 100 PLUS CPW AIM OR SIS.
NON PMX OR LOCKOUT.

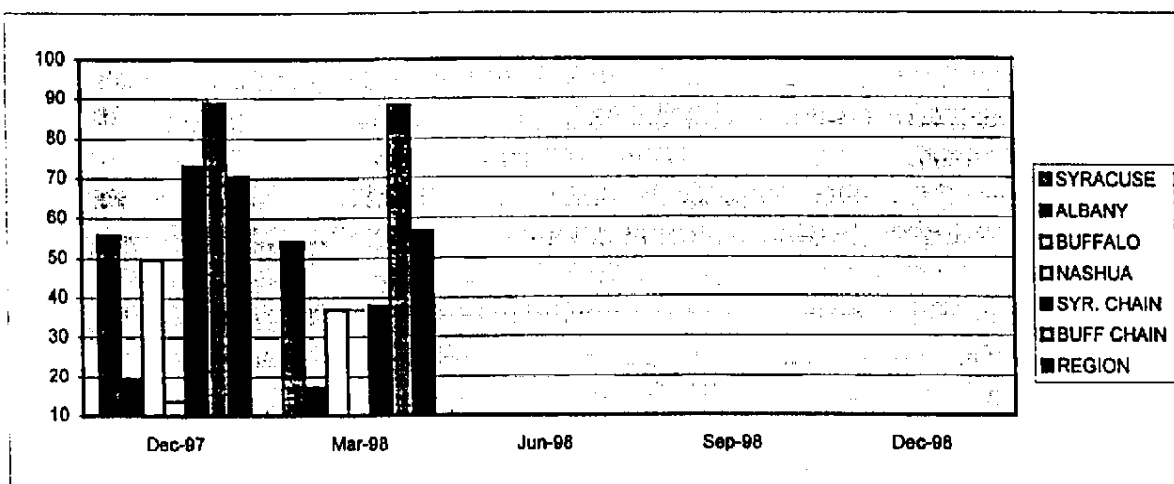
SR TERR	RR TERR	SR CLASS	RR CLASS	ACCT	FULL NAME	CITY	ST	SEG	SIS	IND	AIM	IND
162301		01A12		0 021844	MINEVILLE REXALL	MINEVILLE	NY	IDG	154		162	
162301		01A12		0 113609	GAUDETTE'S MARKET	FAIRFAX	VT	ICN	137		110	
162301		01A04		0 113594	BLACK CREEK DELI/MKT	SAINT ALBANS	VT	ISF	118		80	
162301		01A00		0 114100	EDEN GENERAL STORE	EDEN	VT	ISF	60		158	
162302		01C12		0 177024	SOKOLS QUEENSBURY MK	GLENS FALLS	NY	ISF	150		128	
162302		01A12		0 176627	EDDIES GROCERY	HUDSON FALLS	NY	ICN	145		111	
162302		01A12		0 176627	EDDIES GROCERY	HUDSON FALLS	NY	ICN	145		111	
162302		01A12		0 564276	ASAD PETROLEUM GETTY	QUEENSBURY	NY	IGS	80		134	
162302		01A04		0 177895	HAPS MARKET	CROWN POINT	NY	ICN	65		114	
162302		01A00		0 760294	WINCHESTERS STORE	POWNA	VT	ICN	50		118	
162303	162322	01A12	A00	130059	MADISON MOBIL	ALBANY	NY	IGS	266		383	
162303	162234	01A04	A12	589558	BUHRMASTER INC.	JOHNSTOWN	NY	ICN	113		28	
162303		01A12		0 712962	QUAIL ST MARKET	ALBANY	NY	ISF	110		38	
162303	162322	01A12	N99	786119	MAIN ST MINI MART	AMSTERDAM	NY	ICN	100		25	
162303	162324	01A00	A00	642201	CVS 299	GUILDERLAND	NY	IDG	100		0	
162303		01A04		01475194	BROADALBIN VIL FD&BV	BROADALBIN	NY	ICN	95		113	
162303		01A01		01568580	WESTMERE BEV CENTER	ALBANY	NY	ILQ	47		153	
162303		01A01		0176045	BARNES & NOBLE BOOKS	ALBANY	NY	IOH	13		184	
162304	162321	01A12	A12	176514	FIVE POINT GROCERY	SARATOGA SPRING	NY	ICN	110		85	
162304		01A01		0 594219	TEL OIL CO., INC.	SCHENECTADY	NY	IGS	20		110	
162305		01A12		0 677846	L&P COLONIAL MARK IN	TANNERSVILLE	NY	ICN	117		94	
162305		01A00		0 698511	PALENVILLE MARKET	PALENVILLE	NY	ICN	110		65	
162305	162322	01A04	AD4	656775	LEXINGTON GROCERY	ALBANY	NY	ISF	109		0	
162305		01A04		0 175710	EARLTON STORE	EARLTON	NY	ISF	65		103	
162305		01A04		0 608176	MR DISCOUNT DELI&BEV	WORCESTER	NY	IOH	57		130	
162305		01A01		0 636364	S&Y GROCERY	ALBANY	NY	ICN	50		101	
162306	162326	01A12	A01	176859	HILLSDALE SUPER	HILLSDALE	NY	ISF	341		325	
162306		01A12		01634314	HAMADA MART INC.	TROY	NY	ICN	171		168	
162306		01A12		01702856	SHABBIR PETROLEUM IN	RHINEBECK	NY	IGS	140		104	
162306		01A00		01882862	XTRA MART	HUDSON	NY	ICN	135		114	
162306		01A00		01767085	KING FUELS	TROY	NY	IGS	135		149	
162306		01A12		01176852	CIRCLE DELI	COPAKE	NY	ICN	131		121	
162306		01A12		01785302	CORNER MARKET	NORTH ADAMS	MA	ICN	115		94	
162306		01A12		01176069	DANDENEAU CTRY STORE	VALLEY FALLS	NY	ISF	113		105	
162306		01A12		01792922	WICKS DOLLAR INC.	LANESBORO	MA	IOH	110		0	
162306		01A12		01524037	TACONIC CONVENIENCE	ANCRAM	NY	ISF	105		87	
162306		01A12		01130217	COBBLE POND FMS INC	HILLSDALE	NY	ICN	102		0	
162306		01A04		0 176221	TAGLIENTOS MARKET	RENSSELAER	NY	ISF	97		100	
162307		01A12		0 360892	ROUTE 303 MOBIL	CONGERS	NY	IGS	160		93	
162307		01A12		0 578991	LAHEY'S MIDWAY	NEW WINDSOR	NY	ISF	160		2	
162307		01A00		01678416	SPRING VALLEY GROC	SPRING VALLEY	NY	ISF	150		148	
162307		01A12		01274814	44 55 DELI	HIGHLAND	NY	ICN	135		130	
162307		01A12		01769307	MAISIES QWIK DELI	NEWBURGH	NY	ISF	120		106	
162307		01A04		0 475508	M & N DELI MART	NEWBURGH	NY	ISF	113		80	
162307		01A12		01863948	INAJ ENTERPRISES	NEW CITY	NY	ICN	107		66	
162307		01A12		01767096	LEPTONDALE CONV. MKT	NEWBURGH	NY	ISF	105		93	
162307	162327	01A04	A00	403481	TOWN & COUNTRY CONV.	WALDEN	NY	ISF	104		86	
162307	162327	01A04	A04	178803	ALCOR DRUG CO., INC.	MONTGOMERY	NY	IDG	101		94	
162307	162330	01A12	A12	490649	JMK/STP ENTERPRISE	NEW WINDSOR	NY	ILQ	100		108	
162307	162330	01A12	N99	772517	STATIONERY UNLIMITED	SPRING VALLEY	NY	IOH	100		8	
162307		01A04		0 336213	LATIN GROCERY	NEWBURGH	NY	ISF	94		128	
162307		01A04		01722967	CITGO SUPER	MAHWAH	NJ	IGK	79		211	
162307		01A04		01770344	ALBORZ D/B/A ATI	SPRING VALLEY	NY	IGK	75		531	
162308		01A12		01659687	PETE'S MOBIL CAR WAS	POUGHKEEPSIE	NY	IGS	202		208	
162308		01A12		01130224	ISO. BOUND ROUTE 9	WAPPINGERS FLS	NY	ICN	158		15	
162308	162328	01A12	A12	785311	CUTTYS DISCOUNT BEV.	POUGHKEEPSIE	NY	ILQ	150		0	
162308		01A12		01743926	SUNOCO CONV. CENTER	POUGHKEEPSIE	NY	ICN	127		120	
162308		01A12		01667150	RED OAKS DELI MART	POUGHKEEPSIE	NY	IGS	119		118	
162308		01A12		01237586	IMNM CONV STORE	HYDE PARK	NY	ICN	101		124	
162308		01A04		01767054	IGENE'S SERVICE CNTR	POUGHKEEPSIE	NY	IGS	83		128	
162308		01A04		01053237	DELI BUTTON II	FISHKILL	NY	ICN	72		162	
162308		01A04		01747512	BEACON CENTRAL	BEACON	NY	ICN	70		106	
162308		01A04		01769852	ACTIVE BEER & SODA	POUGHKEEPSIE	NY	ILQ	70		105	

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CARTON OUTLET CIV PAYPOINT ANALYSIS

CARTON OUTLET CONTRACTED CIV TREND

	Dec-97	Mar-98	Jun-98	Sep-98	Dec-98
SYRACUSE	55.67	54.1			
ALBANY	19.41	17.44			
BUFFALO	49.78	36.79			
NASHUA	13.77	10.13			
SYR. CHAIN	73.22	37.8			
BUFF CHAIN	88.88	88.24			
REGION	70.28	56.88			



1998 REGION AND DIVISION OBJECTIVES:

- 1) THROUGH DISCOVERY, IDENTIFY AND MAINTAIN CRITICAL PRESENCE AND MERCHANDISING WITH KEY PLAYERS.
- 2) SELECTIVELY UTILIZE FIXTURE AGREEMENTS/RA PLANS WHERE BENEFICIAL. REDUCE CONTRACTUAL LIABILITY IN NON-PLAYER ACCOUNTS.

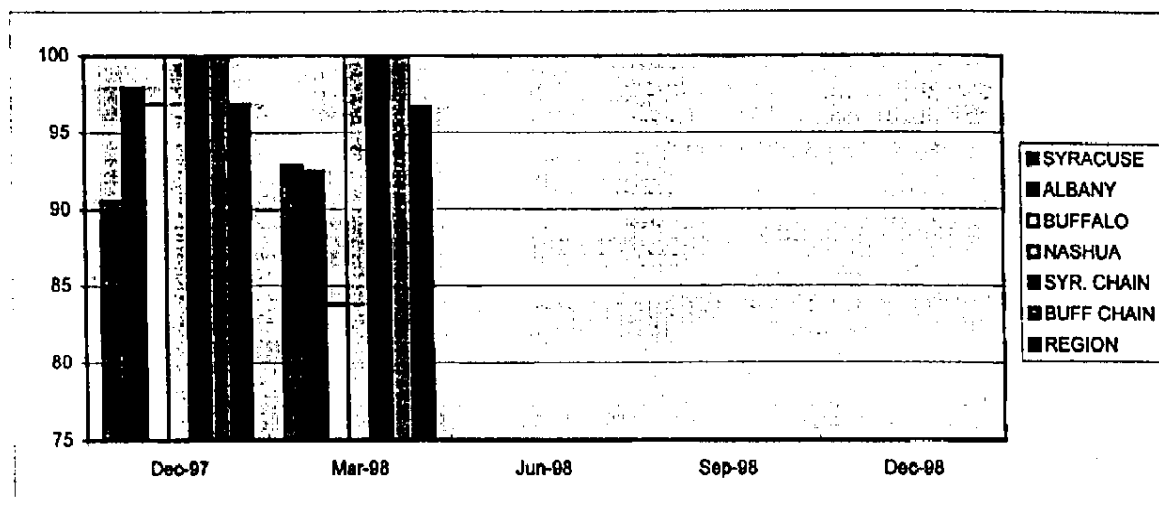
Division civ for independent accounts only.

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CIGARETTE OUTLET CIV PAYPOINT ANALYSIS

CIGARETTE OUTLET CONTRACTED CIV TREND

	Dec-97	Mar-98	Jun-98	Sep-98	Dec-98
SYRACUSE	90.58	92.83			
ALBANY	97.91	92.53			
BUFFALO	96.86	83.81			
NASHUA	100	100			
SYR. CHAIN	100	100			
BUFF CHAIN	100	100			
REGION	96.83	96.65			



1998 REGION AND DIVISION OBJECTIVES:

- 1) MAINTAIN YEAR END 1997 CTS PRESENCE (96%).
- 2) EDUCATE/ASSIST RJR PARTNERS ON CTS GROWTH.
- 3) INCREASE ENHANCED LEVEL 2 (PRICE TIER ZONING) TO 40% OF C/O CONTRACTS.

Division civ for independent accounts only. Buffalo Division reservation accounts not included in Buffalo Division status from March forward.

51854 7681

INDEPENDENT C/O CALLS (SEGMENTS BL. CS.RS) WITHOUT A RJR CONTRACT, 100 PLUS CPW AIM OR SIS.									
NON PMX OR LOCKOUT.									
SR TERR	RR TERR	SR CLASS	RR CLAS	ACCT	FULL NAME	CITY	ST ISEG	SIS IND	AIM IND
162304		0.C24		0	175960 LAMARCHE VARIETY	COHOES	NY ICS	951	703

51854 7682

BUFFALO REGION
% OF CONTRACTED PACK ACCOUNTS L1,L2,L3
PAYPOINT ANALYSIS

PACK:

	1998 OBJECTIVE: % OF TOTAL CONTRACTED ACCTS. AT LEVEL 2 OR 3.	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3
SYRACUSE	80%	515	345	67%	525	384	73%									
ALBANY	74%	519	351	68%	528	372	70%									
BUFFALO	77%	380	271	71%	395	317	80%									
NASHUA	80%	363	252	69%	376	279	74%									
SYR. CHAIN		719	415	58%	662	348	53%									
BUFF. CHAIN		461	441	96%	452	402	89%									
REGION	70%	2957	2075	70%	2938	2102	72%									

% OF CIGARETTE OUTLET CONTRACTS AT LEVEL 2 ENHANCED OR LEVEL 3

CIG. OUT.:

	1998 OBJECTIVE: % OF C/O CONTRACTS AT LEVEL 2 ENHANCED OR LEVEL 3.	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 ENH. OR 3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 ENH. OR 3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 ENH. OR 3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 ENH. OR 3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 ENH. OR 3
SYRACUSE	40%	40	3	8%	41	4	10%									
ALBANY	40%	25	5	20%	24	6	25%									
BUFFALO	41%	56	1	2%	9	0	0%									
NASHUA	40%	35	4	11%	34	4	12%									
*REGION	40%	205	34	17%	259	44	17%									

* Region status is for total region-chain and independent-by geography

Division status for independent accounts only. Buffalo Division reservation accounts not included in Buffalo Division status from March forward.

51854 7683

SYRACUSE DIVISION
% OF CONTRACTED PACK ACCOUNTS L1,L2,L3
PAYPOINT ANALYSIS

PACK:

ASSIGNMENT:	1998 OBJECTIVE: % OF TOTAL CONTRACTED ACCTS. AT LEVEL 2 OR 3.	Mar 98			Jun 98			Sep 98			Dec 98		
		TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3
1	80%	46	22	48%	39	25	64%						
2	80%	67	51	76%	69	61	88%						
4	80%	47	34	72%	51	38	75%						
5	80%	83	60	72%	83	66	80%						
6	80%	68	38	56%	70	40	57%						
8	80%	66	44	67%	67	52	78%						
9	80%	57	42	74%	57	42	74%						
10	80%	81	54	67%	89	60	67%						
DIVISION:	80%	515	345	67%	525	384	73%						

% OF CIGARETTE OUTLET CONTRACTS AT LEVEL 2 ENHANCED OR LEVEL 3

CIG. OUT.:

ASSIGNMENT:	1998 OBJECTIVE: % OF C/O CONTRACTS AT LEVEL 2 ENHANCED OR LEVEL 3.	Mar 98			Jun 98			Sep 98			Dec 98		
		TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 ENH. OR 3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 ENH. OR 3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 ENH. OR 3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 ENH. OR 3
1	40%	16	0	0%	17	0	0%						
2	40%	1	0	0%	1	0	0%						
4	40%	5	0	0%	5	0	0%						
5	40%	1	0	0%	1	0	0%						
6	40%	3	0	0%	3	1	33%						
8	40%	5	0	0%	5	0	0%						
9	40+%	4	2	50%	4	2	50%						
10	40%	5	1	20%	5	1	20%						
DIVISION:	40%	40	3	8%	41	4	10%						

51854 7684

Division status for independent accounts only.

INDEPENDENT PACK CALLS ON A LEVEL 1 CONTRACT. (DOES NOT INCLUDE RA CONTRACTED CALLS)

162301	732992	B&D MARKET	PLATTSBURGH	NY CN	850	366
162301	113568	CAP 'N' CORK	COLCHESTER	VT CN	190	170
162301	623843	A AND B BEVERAGE	GRAND ISLE	VT CN	189	156
162301	760781	BLOUINS BEVERAGE MKT	RICHFORD	VT LQ	180	0
162301	113967	KEELER BAY VARIETY	SOUTH HERO	VT SF	146	101
162301	242763	MILTON BEV WAREHOUSE	MILTON	VT CN	138	100
162301	290295	SHELDON MINI MART	SHELDON SPRINGS	VT CN	135	112
162301	697266	WETHERBYS QUICK STOP	RICHFORD	VT CN	132	125
162301	767981	BILL'S MINI MART	MORRISONVILLE	NY ICN	115	73
162302	699047	HEALD'S CITGO	POULTNEY	VT CN	155	105
162302	250716	BONFARE	S GLENS FALLS	NY ICN	150	222
162302	640167	ZENATH PETROLEUM	FORT EDWARD	NY ICN	150	0
162302	771336	EAST ROAD VARIETY	BENNINGTON	VT CN	150	0
162302	114518	DUTCHIES MKT	WEST PAWLET	VT CN	140	97
162302	114599	WAYSIDE CNTRY STORE	WEST ARLINGTON	VT CN	135	78
162302	670993	FAITH ENTERPRISES	LAKE GEORGE	NY ICN	120	57
162302	114548	SALEMS MKT	BENNINGTON	VT CN	110	76
162302	573906	ZAFAR DAR & SONS PET	QUEENSBURY	NY ICN	110	45
162302	114536	YOTTS MKT	BENNINGTON	VT CN	105	74
162302	705931	RIVERSIDE NICE&EASY	S GLENS FALLS	NY ICN	100	8
162302	737866	HUDSON MART	HUDSON FALLS	NY ICN	100	68
162302	748814	RUTH'S MINI MART	S GLENS FALLS	NY ICN	100	24
162302	771337	MAGUIRE'S MARKET	BENNINGTON	VT CN	100	79
162303	729866	PHILLIPS MOBIL MART	SCHENECTADY	NY ICN	400	376
162303	745229	JEN'S CORNER DELI	JOHNSTOWN	NY ICN	189	188
162303	484689	RK CONVENIENT	SCHENECTADY	NY ICN	175	175
162303	779350	CITGO	SCHENECTADY	NY IGS	160	0
162303	717366	BALLTOWN BEVERAGE	SCHENECTADY	NY IOH	150	18
162303	528013	ALBANY BEVERAGE	SCHENECTADY	NY IOH	142	128
162303	024457	ALBANY STREET MINI M	SCHENECTADY	NY ICN	138	134
162303	746219	FOR A DOLLAR	ALBANY	NY IOH	135	73
162303	177457	FT PLAIN BIG M	FORT PLAIN	NY ISM	115	99
162303	669794	MARIANVILLE LAKESIDE	PATTERSONVILLE	NY ICN	115	104
162303	757103	TWINS	JOHNSTOWN	NY ICN	110	0
162303	581174	ASIAN AMERICAN	SCHENECTADY	NY ICN	105	89
162303	368162	WEST END MOBILE MART	AMSTERDAM	NY IGS	102	145
162303	764466	NANCY'S	TRIBES HILL	NY ICN	100	1
162303	779803	FOUR CORNERS GROCERY	GLOVERSVILLE	NY ICN	100	153
162304	437417	EASY MART	JOHNSONVILLE	NY ICN	150	60
162304	737899	ONE DOLLAR DEALS	CLIFTON PARK	NY IOH	145	126
162304	747501	PAULIE PROVISIONS	WATERFORD	NY ICN	130	112
162304	877775	GEMMETT RAINBOW	BALLSTON SPA	NY ICN	115	107
162304	484757	WEVER MOBIL MART	STILLWATER	NY ICN	110	96
162304	176552	DICK & JERRY'S	GALWAY	NY ICN	100	77
162305	714699	LANDMART	KINGSTON	NY ICN	550	487
162305	718812	AL & ROSE ENTERPRISE	ALBANY	NY IOH	490	388
162305	766860	CAIRO MART, INC. II	CAIRO	NY ICN	412	306
162305	693698	ASAD GETTY	SAUGERTIES	NY IGK	390	0
162305	698974	RAVENA MANI CONVENIE	RAVENA	NY ICN	288	224
162305	790641	LUCKY PETROLEUM	KINGSTON	NY ICN	270	0
162305	762542	AERO STAR INC.	SAUGERTIES	NY ICN	250	172
162305	515008	OLIVER'S BEVERAGE	ALBANY	NY IOH	250	251
162305	506336	LINDY'S QUICK SHOPPE	WORCESTER	NY ICN	241	180
162305	770168	HOBO DELI	KINGSTON	NY ICN	210	213
162305	769978	ONE DOLLAR DEALS	ALBANY	NY IOH	200	0
162305	785758	WORCESTER CONVENIENC	WORCESTER	NY ICN	200	180
162305	721873	AIS PETROLEUM	KINGSTON	NY ICN	169	169
162305	632654	SANI INC.	ALBANY	NY IGS	164	6
162305	752669	EMPIRE NEWS & GROCER	ALBANY	NY ICN	155	165
162305	650654	ULSTER DELI & GROC.	KINGSTON	NY ICN	150	125
162305	747519	SAUGERTIES MOBIL	SAUGERTIES	NY ICN	150	63
162305	620309	LAKE KATRINE GETTY	LAKE KATRINE	NY ICN	147	137
162305	769975	99 & MORE DISCOUNT	ALBANY	NY IOH	130	116
162305	769978	SITARA PETROLEUM, INC	SAUGERTIES	NY ICN	125	0
162305	362019	LARK ST NEWS & GROC	ALBANY	NY ICN	121	50

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INDEPENDENT C/O CALLS WITH A RJR C/O CONTRACT THAT IS NOT LEVEL 2 ENHANCED OR 3.

SR	TERR	ACCT	FULL NAME	CITY	ST	SEG	SIS VOL	AIM VOL
162301		724066	CIGARETTE WAREHOUSE	PLATTSBURGH	NY	CS	1450	0
162302		623997	SARGENT'S SHORT STOP	BENNINGTON	VT	BI	3000	2120
162302		114561	NEXT DOOR	POWNA	VT	BI	2700	2551
162302		114544	SMOKERS DEN	BENNINGTON	VT	CS	2500	849
162302		386834	N BENNINGTON VARIETY	N BENNINGTON	VT	BI	1800	1158
162302		494957	POULTNEY CASH MARKET	POULTNEY	VT	BI	1050	762
162302		114564	BILLMONT'S COUNTRY ST	STAMFORD	VT	BI	1000	1227
162302		657371	BEVERAGE KING	BOMOSEEN	VT	BI	950	921
162302		636227	APOLLO FUELS	PAWLET	VT	CS	600	66
162302		177009	JACOB & TONEYS IGA	WARRENSBURG	NY	CS	500	552
162302		320476	D & G HARDWARE	WARRENSBURG	NY	CS	400	273
162303		619977	COUNTRY FEED STORE	AMSTERDAM	NY	CS	1907	1799
162303		177253	NAIFS GROCERY	GLOVERSVILLE	NY	CS	1271	1150
162303		130283	BEEBE'S SERVICE STA	SCHENECTADY	NY	CS	1081	982
162304		500871	VITA MART	MECHANICVILLE	NY	CS	800	710
162304		713344	WASH N DRY LAUNDRY	CORINTH	NY	CS	770	0
162304		175520	VITA MART	BALLSTON SPA	NY	CS	742	729
162304		903627	LJ'S COHOES DISCOUNT	COHOES	NY	CS	529	317
162307		178829	THRUWAY PHARMACY INC	WALDEN	NY	CS	1015	1034

51854 7686

ALBANY DIVISION
% OF CONTRACTED PACK ACCOUNTS L1,L2,L3
PAYPOINT ANALYSIS

PACK:

ASSIGNMENT:

DIVISION:

	1998 OBJECTIVE: % OF TOTAL CONTRACTED ACCTS. AT LEVEL 2 OR 3.	Dec-97			Mar-98			Jun-98			Sep-98			Dec-98		
		TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3
1	79%	43	34	79%	49	36	73%									
2	70%	36	21	58%	40	27	68%									
3	70%	65	40	62%	67	43	64%									
4	89%	47	42	89%	45	40	89%									
5	70%	76	45	59%	76	46	61%									
6	70%	57	36	63%	65	44	68%									
7	75%	66	47	71%	57	43	75%									
8	75%	73	52	71%	73	54	74%									
9	70%	56	34	61%	56	39	70%									
	74%	519	351	68%	528	372	70%									

% OF CIGARETTE OUTLET CONTRACTS AT LEVEL 2 ENHANCED OR LEVEL 3

CIG. OUT.:

ASSIGNMENT:

DIVISION:

Division status for independent accounts only.

	1998 OBJECTIVE: % OF C/O CONTRACTS AT LEVEL 2 ENHANCED OR LEVEL 3.	Dec-97			Mar-98			Jun-98			Sep-98			Dec-98		
		TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 ENH. OR 3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 ENH. OR 3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 ENH. OR 3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 ENH. OR 3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 ENH. OR 3
1	67%	3	2	67%	2	1	50%									
2	40%	11	1	9%	9	4	44%									
3	30%	3	0	0%	3	0	0%									
4	40%	5	1	20%	8	0	0%									
5	40%	1	0	0%	0											
6	100%	1	1	100%	1	1	100%									
7	40%	1	0	0%	1	0	0%									
8		0				0										
9		0				0										
	40%	25	5	20%	24	6	25%									

BUFFALO DIVISION
% OF CONTRACTED PACK ACCOUNTS L1,L2,L3
PAYPOINT ANALYSIS

PACK:

ASSIGNMENT:	1998 OBJECTIVE: % OF TOTAL CONTRACTED ACCTS. AT LEVEL 2 OR 3.	Mar 98			Mar 99			Mar 00			Mar 01			Mar 02		
		TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3
1	83%	71	59	83%	74	67	91%									
2	71%	57	29	51%	57	39	68%									
3	97%	39	38	97%	42	38	90%									
4	76%	58	44	76%	62	51	82%									
5	71%	78	42	54%	76	54	71%									
6	77%	26	20	77%	26	23	88%									
7	76%	51	39	76%	58	45	78%									
DIVISION:	77%	380	271	71%	395	317	80%									

% OF CIGARETTE OUTLET CONTRACTS AT LEVEL 2 ENHANCED OR LEVEL 3

CIG. OUT.:

ASSIGNMENT:	1998 OBJECTIVE: % OF C/O CONTRACTS AT LEVEL 2 ENHANCED OR LEVEL 3.	Mar 98			Mar 99			Mar 00			Mar 01			Mar 02		
		TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR L3	% ACCTS L2 ENH. OR L3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR L3	% ACCTS L2 ENH. OR L3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR L3	% ACCTS L2 ENH. OR L3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR L3	% ACCTS L2 ENH. OR L3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR L3	% ACCTS L2 ENH. OR L3
1		0			0											
2		0			2	0	0%									
3	41%	17	0	0%	0											
4		0			0											
5	50%	2	0	0%	2	0	0%									
6	41%	34	1	3%	1	0	0%									
7	33%	3	0	0%	4	0	0%									
DIVISION:	41%	56	1	2%	9	0	0%									

Division status for independent accounts only. Buffalo Division reservation accounts not included in Buffalo Division status from March forward.

8897 45815
51854 7688

NASHUA DIVISION
% OF CONTRACTED PACK ACCOUNTS L1,L2,L3
PAYPOINT ANALYSIS

PACK:

ASSIGNMENT:	1998 OBJECTIVE: % OF TOTAL CONTRACTED ACCTS. AT LEVEL 2 OR 3.	PACK 1			PACK 2			PACK 3			PACK 4			PACK 5		
		TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3	TOTAL ACCTS CONT.	TOTAL ACCTS L2 OR 3	% ACCTS L2 OR 3
1	80%	65	34	52%	65	36	55%									
2	80%	47	29	62%	50	36	72%									
3	80%	56	44	79%	60	52	87%									
4	90%	39	31	79%	44	34	77%									
5	85%	49	39	80%	47	41	87%									
6	80%	67	47	70%	70	52	74%									
7	85%	40	28	70%	40	28	70%									
DIVISION:	80%	363	252	69%	376	279	74%									

% OF CIGARETTE OUTLET CONTRACTS AT LEVEL 2 ENHANCED OR LEVEL 3

CIG. OUT.:

ASSIGNMENT:	1998 OBJECTIVE: % OF C/O CONTRACTS AT LEVEL 2 ENHANCED OR LEVEL 3.	PACK 1			PACK 2			PACK 3			PACK 4			PACK 5		
		TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 OR 3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 OR 3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 OR 3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 OR 3	TOTAL ACCTS. W/ C/O CONT.	TOTAL ACCTS L2 ENH. OR 3	% ACCTS L2 OR 3
1	66%	2	0	0%	2	0	0%									
2	50%	2	1	50%	2	1	50%									
3	100%	1	0	0%	1	0	0%									
4	40%	13	3	23%	13	3	23%									
5	50%	11	0	0%	10	0	0%									
6		0			0											
7	50%	6	0	0%	6	0	0%									
DIVISION:	40%	35	4	11%	34	4	12%									

6897 59819

Division status for independent accounts only.

LOCKOUT CIV ANALYSIS--CHAIN AND INDEPENDENT ACCOUNTS

THROUGH 12/97:	PACK			CARTON			CIG STORES			TOTAL		
	L/OUT	% L/OUT	PACK CIV	L/OUT	% L/OUT	CTN CIV	L/OUT	% L/OUT	C/O CIV	TOTAL	L/OUT	% L/OUT
	PK. CIV	PK. CIV		CTN CIV	CTN CIV		C/O CIV	C/O CIV		CIV	TOT. CIV	TOT. CIV
SYRACUSE	380231	54629	14%	125988	25965	21%	138998	4500	3%	645217	85094	13%
ALBANY	325509	29248	9%	71840	26213	36%	42323	752	2%	439672	56211	13%
BUFFALO	289422	14921	5%	105338	14921	14%	345502	650	0%	740262	30492	4%
NASHUA	195001	31782	16%	105271	44724	42%	88585	0	0%	388857	76506	20%
REGION	1190163	130578	11%	408437	111823	27%	615408	5902	1%	2214008	248303	11%

THROUGH : 03/98	PACK			CARTON			CIG STORES			TOTAL		
	L/OUT	% L/OUT	PACK CIV	L/OUT	% L/OUT	CTN CIV	L/OUT	% L/OUT	C/O CIV	TOTAL	L/OUT	% L/OUT
	PK. CIV	PK. CIV		CTN CIV	CTN CIV		C/O CIV	C/O CIV		CIV	TOT. CIV	TOT. CIV
SYRACUSE	375191	44972	12%	123284	24611	20%	133635	4500	3%	632110	74083	12%
ALBANY	319537	28191	9%	70510	24420	35%	42344	1872	4%	432391	54483	13%
BUFFALO	284142	17574	6%	102307	15685	15%	236481	842	0%	622930	34101	5%
NASHUA	192759	30227	16%	102572	48962	48%	91065	0	0%	386396	79189	20%
REGION	1171629	120964	10%	398673	113678	29%	503525	7214	1%	2073827	241856	12%

THROUGH : 06/98	PACK			CARTON			CIG STORES			TOTAL		
	L/OUT	% L/OUT	PACK CIV	L/OUT	% L/OUT	CTN CIV	L/OUT	% L/OUT	C/O CIV	TOTAL	L/OUT	% L/OUT
	PK. CIV	PK. CIV		CTN CIV	CTN CIV		C/O CIV	C/O CIV		CIV	TOT. CIV	TOT. CIV
SYRACUSE												
ALBANY												
BUFFALO												
NASHUA												
REGION												

THROUGH 09/98:	PACK			CARTON			CIG STORES			TOTAL		
	L/OUT	% L/OUT	PACK CIV	L/OUT	% L/OUT	CTN CIV	L/OUT	% L/OUT	C/O CIV	TOTAL	L/OUT	% L/OUT
	PK. CIV	PK. CIV		CTN CIV	CTN CIV		C/O CIV	C/O CIV		CIV	TOT. CIV	TOT. CIV
SYRACUSE												
ALBANY												
BUFFALO												
NASHUA												
REGION												

THROUGH 12/98:	PACK			CARTON			CIG STORES			TOTAL		
	L/OUT	% L/OUT	PACK CIV	L/OUT	% L/OUT	CTN CIV	L/OUT	% L/OUT	C/O CIV	TOTAL	L/OUT	% L/OUT
	PK. CIV	PK. CIV		CTN CIV	CTN CIV		C/O CIV	C/O CIV		CIV	TOT. CIV	TOT. CIV
SYRACUSE												
ALBANY												
BUFFALO												
NASHUA												
REGION												

1998 REGION AND DIVISION OBJECTIVES:
MAINTAIN/DECREASE PRESENT CIV WHERE RJR IS LOCKED OUT.

0697 65815

LOCKOUT CIV ANALYSIS--DEPENDENT ACCOUNTS

	PACK			CARTON			CIG STORES			TOTAL		
THROUGH :12/97	L/OUT PACK CIV	% L/OUT PK. CIV	% L/OUT PK. CIV	L/OUT CTN CIV	% L/OUT CTN CIV	% L/OUT CTN CIV	L/OUT C/O CIV	% L/OUT C/O CIV	% L/OUT C/O CIV	TOTAL CIV	L/OUT TOT. CIV	% L/OUT TOT. CIV
SYRACUSE	188886	22451	12%	25705	5928	23%	84200	4500	5%	298791	32879	11%
ALBANY	178418	18297	10%	4523	354	8%	36307	752	2%	219248	19403	9%
BUFFALO	134767	8399	6%	13239	2629	20%	332790	0	0%	480796	11028	2%
NASHUA	111147	9830	9%	6899	2298	33%	80735	0	0%	198781	12128	6%
REGION	613218	58977	10%	50366	11209	22%	534032	6252	1%	1197616	75438	6%

THROUGH : 03/98	L/OUT PACK CIV	% L/OUT PK. CIV	% L/OUT PK. CIV	L/OUT CTN CIV	% L/OUT CTN CIV	% L/OUT CTN CIV	L/OUT C/O CIV	% L/OUT C/O CIV	% L/OUT C/O CIV	TOTAL CIV	L/OUT TOT. CIV	% L/OUT TOT. CIV
SYRACUSE	181931	15354	8%	24878	5370	22%	84882	4500	5%	291691	25224	9%
ALBANY	176229	17777	10%	4457	212	5%	35446	1872	5%	216132	19861	9%
BUFFALO	134110	6540	5%	151357	4446	3%	8660	0	0%	294127	10986	4%
NASHUA	111850	8695	8%	6921	2578	44%	79660	0	0%	197431	11273	6%
REGION	604120	48366	8%	186613	12606	7%	208648	6372	3%	999381	67344	7%

THROUGH : 06/98	L/OUT PACK CIV	% L/OUT PK. CIV	% L/OUT PK. CIV	L/OUT CTN CIV	% L/OUT CTN CIV	% L/OUT CTN CIV	L/OUT C/O CIV	% L/OUT C/O CIV	% L/OUT C/O CIV	TOTAL CIV	L/OUT TOT. CIV	% L/OUT TOT. CIV
SYRACUSE												
ALBANY												
BUFFALO												
NASHUA												
REGION												

THROUGH 09/98:	L/OUT PACK CIV	% L/OUT PK. CIV	% L/OUT PK. CIV	L/OUT CTN CIV	% L/OUT CTN CIV	% L/OUT CTN CIV	L/OUT C/O CIV	% L/OUT C/O CIV	% L/OUT C/O CIV	TOTAL CIV	L/OUT TOT. CIV	% L/OUT TOT. CIV
SYRACUSE												
ALBANY												
BUFFALO												
NASHUA												
REGION												

THROUGH 12/98:	L/OUT PACK CIV	% L/OUT PK. CIV	% L/OUT PK. CIV	L/OUT CTN CIV	% L/OUT CTN CIV	% L/OUT CTN CIV	L/OUT C/O CIV	% L/OUT C/O CIV	% L/OUT C/O CIV	TOTAL CIV	L/OUT TOT. CIV	% L/OUT TOT. CIV
SYRACUSE												
ALBANY												
BUFFALO												
NASHUA												
REGION												

Buffalo Division reservations not included in Buffalo Division or Region numbers.

1998 REGION AND DIVISION OBJECTIVES:
MAINTAIN/DECREASE PRESENT CIV WHERE RJR IS LOCKED OUT.

169L 0981S

ALL INDEPENDENT CALLS WITH LOCKOUT AND OR PMX.

SR	RR	SR CL	RR CL	ACCT	FULL NAME	CITY	ST	ISEG	SIS	AIM	RJR	LO	PMX
162301		0: C12		0: 341489	STE. MARIE, INC.	SWANTON	VT	ICN	571	556	1		0
162301		0: A12		0: 113605	SO MAIN GROCERY	SAINT ALBANS	VT	ICN	169	171	1		0
162301		0: A04		0: 739352	ALL BRAND NEWS	PLATTSBURGH	NY	ITB	157	142	0		1
162301		0: A12		0: 432204	UNCLE FLOYD'S	ENOSBURG	VT	ICN	140	131	1		0
162301		0: A12		0: 527513	BOB'S ONE STOP	SWANTON	VT	ICN	110	160	0		1
162301		0: A12		0: 773857	LESTER'S GENERAL STR	SAINT ALBANS	VT	ICN	110	101	0		1
162301		0: A12		0: 113661	KEVINS KORNER MKT	ENOSBURG FALLS	VT	ICN	104	118	1		0
162301		0: A12		0: 496101	MAIN STREET MARKET	CHAZY	NY	ICN	102	160	1		0
162301		0: A12		0: 651758	CHURCH OIL #22	PLATTSBURGH	NY	ICN	96	102	0		1
162301		0: A04		0: 651757	CHURCH OIL #3	PLATTSBURGH	NY	ICN	85	78	0		1
162301		0: A04		0: 709334	CHASES III	PLATTSBURGH	NY	ICN	77	68	0		1
162301		0: A01		0: 651753	CHURCH OIL #42	CHAMPLAIN	NY	ICN	66	34	0		1
162301		0: A01		0: 651755	CHURCH OIL	PLATTSBURGH	NY	ICN	60	47	0		1
162301		0: A00		0: 674957	PETRO CANADA	CHAMPLAIN	NY	ICN	50	1	0		1
162302		0: A12		0: 760747	MINCER'S MINI MART	BENNINGTON	VT	ICN	220	222	1		0
162302		0: A12		0: 176986	DOHENEY OIL CO	GLENS FALLS	NY	ICN	150	196	1		0
162302		0: A12		0: 114497	MANCHESTER DISC BEVG	MANCHESTR CTR	VT	ILQ	150	0	1		1
162302		0: A12		0: 767657	GIFFORD'S MOBIL	QUEENSBURY	NY	ICN	125	179	1		1
162302		0: A12		0: 705253	KLINE'S MOBIL	QUEENSBURY	NY	ICN	90	130	1		0
162302		0: A04		0: 205180	E Z MART	S GLENS FALLS	NY	ICN	70	160	1		1
162302		0: A00		0: 700318	A&G PETROLEUM	S GLENS FALLS	NY	ICN	20	4	1		1
162302		0: A01		0: 753465	ON THE RUN #08K4D	LAKE GEORGE	NY	ICN	0	0	0		1
162303		0: A12		0: 661031	STATE ST MOBIL	SCHENECTADY	NY	ICN	501	579	0		1
162303		0: A12		0: 040247	GUILDERLAND MOBIL	SCHENECTADY	NY	IGS	196	180	0		1
162303		0: A12		0: 130706	GETTY 58716	GLOVERSVILLE	NY	IGS	95	135	0		1
162303		0: A01		0: 177461	LICARIS BIG M INC	SAINT JOHNSVILL	NY	ISM	65	70	0		1
162303		0: A01		0: 684364	THE CORNER STORE	MAYFIELD	NY	ICN	25	23	0		1
162304		0: A12		0: 466033	MARROS NEW YORK INC	ALBANY	NY	ICN	373	341	1		1
162304		0: A12		0: 063539	VILLAGE MOBIL MART	ALBANY	NY	ICN	300	258	1		1
162304		0: A12		0: 734143	GRAMPY'S OF SARATOGA	SARATOGA SPGS	NY	ICN	291	262	1		1
162304		0: A12		0: 825027	MORWIN'S MOBIL	ALBANY	NY	ICN	263	180	1		1
162304	162321	0: A12	A00	0: 665631	NORTHPARK MOBIL	CLIFTON PARK	NY	ICN	258	255	1		1
162304		0: A12		0: 469106	NORTHWAY MOBIL	LATHAM	NY	ICN	200	195	1		1
162304		0: A12		0: 662781	EXIT 13 MOBIL INC.	BALLSTON SPA	NY	ICN	197	157	1		1
162304		0: A12		0: 481708	ROPRI ENTERPRISE INC	GREEN ISLAND	NY	IGK	168	131	1		1
162304		0: A12		0: 482448	MARKEL'S HESS	LATHAM	NY	IGS	147	158	1		0
162304		0: A12		0: 433532	COLONIE GETTY	ROESSLEVILLE	NY	IGK	146	116	1		1
162304		0: A12		0: 709826	LOUDON'S MART, INC	LATHAM	NY	ICN	131	150	1		1
162304		0: A12		0: 777275	KINGLENDER MOBIL	LATHAM	NY	ICN	130	129	1		1
162304		0: A04		0: 443518	KASARJIAN GETTY	SCHENECTADY	NY	IGK	90	49	1		1
162304		0: A04		0: 176615	ERNIES GROCERY	GANSEVOORT	NY	ICN	87	87	1		1
162304		0: Z00		0: 230833	ROUND LAKE MOBIL	ROUND LAKE	NY	IGS	75	66	1		0
162304		0: A01		0: 176555	CHUCKS VARIETY	GALWAY	NY	ICN	67	69	0		1
162304		0: A01		0: 399000	GETTY EXPRESS I	TROY	NY	IGS	56	54	1		1
162304		0: A01		0: 658856	AUBURN NEWS	ALBANY	NY	ITB	50	32	1		1
162304		0: A01		0: 620306	DOHENY OIL CORP	BALLSTON SPA	NY	IGS	45	38	1		1
162304		0: A01		0: 699058	CORINTH MOBIL	CORINTH	NY	ICN	39	42	1		1
162305		0: A12		0: 474988	SALMAN PETROL	DELMAR	NY	ICN	385	339	1		1
162305		0: A12		0: 130351	CAPITAL SERV ST INC	ALBANY	NY	ICN	337	371	1		1
162305		0: A12		0: 568607	FILL'N SHOP	KINGSTON	NY	ICN	300	287	1		1
162305		0: A12		0: 364511	VALLEY PHARMACY	MIDDLEBURGH	NY	IDG	300	254	1		1
162305		0: A12		0: 512063	GEORGE'S SERVICE	ALBANY	NY	ICN	285	257	1		1
162305		0: A12		0: 273497	COBLESKILL MOBIL MRT	COBLESKILL	NY	ICN	250	224	1		1
162305		0: A04		0: 448042	GLENMONT DISC BEVCTR	GLENMONT	NY	ILQ	250	277	1		0
162305		0: A12		0: 586856	Z'S PETROLEUM	WEST COXSACKIE	NY	IGS	231	193	1		1
162305		0: A12		0: 735530	EXIT 23 MOBIL MART	ALBANY	NY	ICN	185	163	1		1
162305	162233	0: A12	A01	0: 178332	KIRKS	PHOENICIA	NY	ISF	175	179	1		0
162305		0: A12		0: 492071	GARY'S WASHINGTON MB	ALBANY	NY	ICN	162	147	1		1
162305		0: A12		0: 556849	NEW SCOTLAND MOBIL	ALBANY	NY	IGS	144	166	1		1
162305	162326	0: A12	A01	0: 473837	BROOKWOOD MOBIL	GLENMONT	NY	IGS	135	124	1		0
162305		0: A12		0: 545485	HURLEY RIDGE MARKET	WEST HURLEY	NY	ISF	98	103	1		1
162305		0: A01		0: 448027	EJ'S DELI & NEWS	ALBANY	NY	ICN	15	13	0		1
162305		0: A00		0: 703717	GRAND UNION 1973	TANNERSVILLE	NY	ISM	0	0	0		1
162306		0: A24		0: 819837	FRESH FARMER	HUDSON	NY	IGS	752	644	1		0

51854 7692

LNSS Merchandising

1998 Objective:

- 1 Test "New" merchandising equipment/concepts in targeted Package Outlet / Carton Outlet chains.

- Must address RJR 3 P's

- ✓ Product Availability → Maintain needed RJR SKU's (SKU mgmt)
- ✓ Presence → Winston, Camel Doral via waterfall ctns to gain/maintain Presence.
- ✓ Promotion → Secure a home/vehicle to display promotions on-going

- Minimum expectations is to display/advertise 2 FP (Winston & Camel) and 1 Savings (Doral).

Targeted Chains:

- | | | | |
|-------------------|----------------|--------------|----------------|
| * Express Mart | * Nice N' Easy | * Jolley | * TOPS |
| * Wilson Farms | * Sunrise Food | * Odessa | * VIX |
| * Sugarcreek | * Orloski | * FL Roberts | * NOCO |
| * Dandy Mini Mart | * Stewarts | * Wegman's | * Penn Traffic |
| * Cooks Conv. | | | |

51854 7693

March Status

BUFFALO REGION "NEW WORLD" TEST STATUS TARGETED LOCATIONS				NEW WORLD TEST IN CHAIN? Y OR N	Briefly describe test status. Be sure to include: 1) RJR set-up 2) Competitive response/set-up
Div.	CID #	Name	# Stores		
1642	1879-00-00	EXPRESS MART	43	pending installation	RJR supplied backbar consolidation test set up pending shipment of backordered components. Tentatively scheduled for installation w/o 4/27. 9' x 50 1/4". 3' PM FP, 3' RJR FP, 1' Doral, 1' Basic, 1' Lorillard.
1642	1873-00-00	NICE AND EASY	25	PENDING	BACKBAR CONSOLIDATION UNITS HAVE BEEN ORDERED FOR A TEST SETUP. 6'SET BEING 3' RJR, 2' BAT AND 1' LOR. BAT ALSO SAID TO HAVE A TEST LOCATION IN THE NEAR FUTURE TO SEE IF RJR AND LOR CAN CONTRACT ON THEIR FIXTURES AS BAT WOULD SUPPLY CHAIN WIDE AT NO COST TO ANY COMPANY. ALSO HAVE UTILIZED HANGING APD'S NSS IN 2 LOCATIONS WITH A MUCH GREATER PRESENCE.
1642	2681-00-00	JOLLEY			
1645	4027-02-00	TOPS			
1645	4027-06-00	VIX			
1645	1194-00-00	NOCO	42	yes	Currently have 1 test store set with 9' backbar consolidation. PM has a 3' for the industry package rack with their 2 FPD RJR has 3' section with 2 APD units & B&W has 1' with 1 FPD. Also, RJR has 1' section for savings and PM has 1' section for savings. PM's response is pending! Noco agreed to do another test store, I am waiting until I hear from the chain on PM's concerns.
1642		PENN TRAFFIC	275	yes	Have SIAS concept set in Big Bear store in Powell Ohio. Retail Shelving with 15' FP section, 11' BS section, 7' Pack Promotion section, and 6' Industry Pack section. Utilization of Gondola Shelving Components to include Header, Carton Pushers, and Springload Cartridges have minimized RJR's expense. Cost Share has been applied. Space allocated based on SOM. PM has not yet signed contract.

51854 7694

Current Report thru April!

March Status

BUFFALO REGION "NEW WORLD" TEST STATUS TARGETED LOCATIONS				NEW WORLD TEST IN CHAIN? Y OR N	Briefly describe test status. Be sure to include: 1) RJR set-up 2) Competitive response/set-up
Div.	CID #	Name	# Stores		
1645	2892-00-00	ARROWMART			
1642	1657-00-00	ODESSA			
1642	1052-00-00	F.L. ROBERTS			
1645	1138-00-00	WEGMANS			
1642	4200-00-00	SUNRISE FOODS	25	NO	WILL UTILIZE HANGING APD'S IF/WHEN NSS LEGISLATION IS REQUIRED.
1642	3649-00-00	ORLOSKI'S			Currently setting test store to open 4/21/98. Pm supplied 9 foot backbar consolidation set(no cost to RJR). RJR would occupy at least 3 ft. Final set to be determined based on a few "construction" issues. I have communicated to the chain that I will not "sign off" on the new set until which time I can see the final plan-o-gram and RJR has all the elements that we require. Chain will leave 1 full price display for both PM & RJR self- service on the counter until which time NSS is legislated. (Fall back plan-- to remove& replace or retro fit 3 ft of pm fixtures to insure that RJR has all elements that we require for the new contracts)
1642	0548-00-00	STEWARTS	276	NO	Currently in development of retrofit components that will satisfy RJR and the Chains requirements for merchandising in current space. B&W has signed off on a Chain presented concept, that includes vertical load of industry pack fixture (chain owned), and 1 side facing carton across top of fixture. Does not meet RJR requirements of display and promotion. Negotiation continues.

51854 7695

March Status

BUFFALO REGION "NEW WORLD" TEST STATUS TARGETED LOCATIONS				NEW WORLD TEST IN CHAIN? Y OR N	Briefly describe test status. Be sure to include: 1) RJR set-up 2) Competitive response/set-up
Div.	CID #	Name	# Stores		
1645	1547-00-00	COOKS CONV.			
1645	4127-00-00	DANDY MINI MARKET			
1645	1227-00-00	SUGARCREEK			
1645	4027-05-00	WILSON FARMS			
1645	2892-00-00	ARROW MART			
1642	1874-00-00	Kinney Drug	47	yes	Hanging APD's have been installed in two LNSS store in Cortland County. Each display has 24 facings of FP, hung in a SS position with APD Shields.

51854 7696

'98 Plan - Key Issue/Objective Presence

<u>Issue</u>	<u>Objective</u>	<u>Action Plan</u>	<u>Status</u>
Pending Federal and Local Restrictions * PDI Placements	Achieve Quality Placements early in '98	Allocate to SRs, KAMs, AMs - Monitor usage vs. allocation monthly. - Open-up on 1st come/1st serve basis in June/July	ROU Entering Allocations by SR/KAM/AMs 4th Qtr. '97

51854 7697

Promotion

51854 7698

1998 Promotion Buffalo Region

51854 7699

98 Plans - Key Issues/Objectives Promotion

<u>Issue</u>	<u>Objective</u>	<u>Action Plan</u>	<u>Status</u>
Wholesale Partners Program - Promotion Tracking system	70/80% of RJR promotions shipped to Retail customers with proper SKU quantity and within specified time frame.	Obtain account's commitment to 98 Promotional Timetable for accurate/timely execution. - Monitor monthly	'98 Partner Presentations to be completed by Dec. '97
Doral Performance in SM COT during Plan A periods.	Effectively & efficiently defend Doral vs. key BS competitors throughout Plan A & B periods. - Ceiling Strategy	KAM/AM/SR develop Plans with the following considerations: - Coupon Elimination - Turn-Key - Flexibility to capitalize on potential price changes	Communicate Plans via Qtr'ly Promo calendar. Dec. '97 for 1st Qtr. '98
Expand DPC List 51854 7700	- Maintain Current Universe - Add Accounts via deeper penetration - Update lists in SIS	Established process/list of accounts to add approx. 1,000 accounts - Turn-Key	Presented to KAM/DMs Nov. '97 - Update current list by Dec. '97 - Update expanded list by Jan. '98

VAP Penetration

1998 Objective:

- Continue to increase VAP / Promotion penetration in targeted retail Universe via allocation model.

Action Plan:

- Review/adjust Stub Report
- Work through issues with retailers where delivery issues exist.

Results :

	<u>1996 Base</u>	<u>1997 Results</u>	<u>1998 Status</u>
Targeted Accounts	3,893	4,230	3,832
VAP Penetration	2,725	3,865	3,510
% Promotion Penetration	70%	91.37%	91.60%

51854 7701

DPC Program

1998 Objective:

- Add accounts to current universe via deeper penetration of low volume accounts.

Action Plan:

- SRs given target list of 60-99 CPW accounts to contact to identify DPC opportunity.
- KAMs/AMs working with direct accounts to identify DPC opportunity accounts not contacted by RJR.

Status:

Presently, 1300 accounts participating in DPC program.

51854 7702

Wholesale Partners Program Promotion Tracking System

1998 Objective:

- 70/80% of RJR promotions shipped to retail customers with proper SKU quantity and within specified time frame.

Action Plan:

- Obtain accounts commitment to 98 promotional timetable for accurate/timely execution.
- KAMs/AMs, SRs/DMs to monitor on account by account basis.

51854 7703

“Turn - Key” Programs

1998 Objective:

- **“Off Load” RR execution in targeted chains and independent calls.**

Action Plan:

- **Seek assistance from accounts to handle non-selling functions i.e.: advertising placement, display set up, “buy down” administrative functions.**

51854 7704

Retail Accrual Match Option

1997 Objective:

- 1) 50% match in contracted Package Outlets.
- 2) 50% match in contracted Carton Outlets.
- 3) 100% match in contracted CTS / RS accounts.

Results :

	<u>1996 Base</u>	<u>1997 Results</u>
Package Outlets	22%	71%
Carton Outlets	17%	60%
CTS / RS Outlets	55%	95%

51854 7705

Retail Accrual Match Option

1998 Objective:

- 1) 80% match in contracted Package Outlets.
- 2) 80% match in contracted Carton Outlets.
- 3) 100% match in contracted CTS / RS accounts.

Status:

- Pack at 83%
- Carton at 82%
- CTS/RS at 95%

51854 7706

**BUFFALO REGION
% RETAIL ACCOUNT MATCH
PAYPOINT ANALYSIS
INDEPENDENT CALLS**

PACK:	98 OBJECTIVE: % OF CONTRACTED ACCTS. WITH RETAILER MATCH	Dec-97				Mar-98				Jun-98				Sep-98				Dec-98			
		W/O	WITH	TOTAL	% WITH	W/O	WITH	TOTAL	% WITH	W/O	WITH	TOTAL	% WITH	W/O	WITH	TOTAL	% WITH	W/O	WITH	TOTAL	% WITH
		RETAIL	RETAIL	ACCR.	RETAIL	RETAIL	RETAIL	ACCR.	RETAIL	RETAIL	RETAIL	ACCR.	RETAIL	RETAIL	RETAIL	ACCR.	RETAIL	RETAIL	RETAIL	ACCR.	RETAIL
		MATCH	MATCH	ACCTS	MATCH	MATCH	MATCH	ACCTS	MATCH	MATCH	MATCH	ACCTS	MATCH	MATCH	MATCH	ACCTS	MATCH	MATCH	MATCH	ACCTS	MATCH
SYRACUSE	80%	155	357	512	70%	102	398	500	80%												
ALBANY	93%	143	339	482	70%	75	403	478	84%												
BUFFALO	80%	106	235	341	69%	40	309	349	89%												
NASHUA	80%	84	237	321	74%	56	264	320	83%												
REG TOTAL	80%	488	1168	1656	71%	273	1374	1647	83%												

CARTON:

		Dec-97				Mar-98				Jun-98				Sep-98				Dec-98			
		W/O	WITH	TOTAL	% WITH	W/O	WITH	TOTAL	% WITH	W/O	WITH	TOTAL	% WITH	W/O	WITH	TOTAL	% WITH	W/O	WITH	TOTAL	% WITH
SYRACUSE	80%	6	18	24	75%	6	18	24	75%												
ALBANY	100%	1	8	9	89%	0	7	7	100%												
BUFFALO	80%	17	6	23	26%	4	15	19	79%												
NASHUA	80%	3	9	12	75%	1	10	11	91%												
REG TOTAL	80%	27	41	68	60%	11	50	61	82%												

C/O:

		Dec-97				Mar-98				Jun-98				Sep-98				Dec-98			
		W/O	WITH	TOTAL	% WITH	W/O	WITH	TOTAL	% WITH	W/O	WITH	TOTAL	% WITH	W/O	WITH	TOTAL	% WITH	W/O	WITH	TOTAL	% WITH
SYRACUSE	100%	4	34	38	89%	4	38	42	90%												
ALBANY	100%	3	24	27	89%	2	25	27	93%												
BUFFALO	100%	0	57	57	100%	0	12	12	100%												
NASHUA	100%	1	34	35	97%	0	34	34	100%												
REG TOTAL	100%	8	149	157	95%	6	109	115	95%												

51854 7707

Buffalo Division reservations not included in Buffalo Division or Buffalo Region numbers.

**SYRACUSE DIVISION
% RETAIL ACCRUAL MATCH
PAYPOINT ANALYSIS
INDEPENDENT CALLS**

PACK:	98 OBJECTIVE:	W/O WITH TOTAL % WITH				W/O WITH TOTAL % WITH				W/O WITH TOTAL % WITH				W/O WITH TOTAL % WITH				W/O WITH TOTAL % WITH			
	% OF CONTRACTED ACCTS.	RETAIL	RETAIL	ACCR.	RETAIL	RETAIL	RETAIL	ACCR.	RETAIL	RETAIL	RETAIL	ACCR.	RETAIL	RETAIL	RETAIL	ACCR.	RETAIL	RETAIL	RETAIL	ACCR.	RETAIL
	WITH RETAILER MATCH	MATCH	MATCH	ACCTS	MATCH	MATCH	MATCH	ACCTS	MATCH	MATCH	MATCH	ACCTS	MATCH	MATCH	MATCH	ACCTS	MATCH	MATCH	MATCH	ACCTS	MATCH
ASSIGNMENT:		Dec-97				Mar-98				Jun-98				Sep-98				Dec-98			
1	80+%	16	22	38	58%	11	26	37	70%												
2	80+%	10	58	68	85%	5	64	69	93%												
4	80+%	26	29	55	53%	26	31	57	54%												
5	80+%	37	50	87	57%	11	63	74	85%												
6	80+%	27	30	57	53%	12	41	53	77%												
8	80+%	5	77	82	94%	3	78	81	96%												
9	80+%	15	36	51	71%	12	40	52	77%												
10	80+%	19	55	74	74%	22	55	77	71%												
DIVISION:	80%	155	357	512	70%	102	398	500	80%												

CARTON:

ASSIGNMENT:		Dec-97				Mar-98				Jun-98				Sep-98				Dec-98			
1		0	2	2	100%	0	1	1	100%												
2	80+%																				
4	80+%	4	0	4	0%	4	0	4	0%												
5																					
6																					
8	80+%	2	11	13	85%	2	12	14	86%												
9	80+%	0	5	5	100%	0	5	5	100%												
10																					
DIVISION:	80%	6	18	24	75%	6	18	24	75%												

C/O:

ASSIGNMENT:		Dec-97				Mar-98				Jun-98				Sep-98				Dec-98			
1	100%	1	14	15	93%	1	16	17	94%												
2	100%	0	1	1	100%	0	1	1	100%												
4	100%	1	4	5	80%	1	4	5	80%												
5	100%	1	1	2	50%	0	1	1	100%												
6	100%	0	3	3	100%	0	3	3	100%												
8	100%	0	4	4	100%	0	5	5	100%												
9	100%	0	4	4	100%	0	4	4	100%												
10	100%	1	3	4	75%	2	4	6	67%												
DIVISION:	100%	4	34	38	89%	4	38	42	90%												

51854 7708

INDEPENDENT PACK OUTLETS NOT MATCHING OUR ACCRUAL						
162301	177803	RICHARDS GROCERY	PLATTSBURGH	NY CS	816	802
162301	130258	NADIM'S CORNER GROC	PLATTSBURGH	NY CN	244	200
162301	502627	CHAMPLAIN FARMS	COLCHESTER	VT CN	210	152
162301	623843	A AND B BEVERAGE	GRAND ISLE	VT CN	189	156
162301	402300	ST DENIS GROCERY	PLATTSBURGH	NY SF	186	197
162301	760781	BLOUINS BEVERAGE MKT	RICHFORD	VT LQ	180	0
162301	623973	WAGON WHEEL PLAZA	ST ALBANS	VT GS	174	141
162301	679124	BYRD'S COUNTRY STORE	WILLSBORO	NY CN	165	135
162301	584358	WILSON'S COUNTRY STR	MILTON	VT CN	159	123
162301	432200	SUNNY HOLLOW QUICK	COLCHESTER	VT CN	147	81
162301	113967	KEELER BAY VARIETY	SOUTH HERO	VT SF	146	101
162301	242763	MILTON BEV WAREHOUSE	MILTON	VT CN	138	100
162301	290295	SHELDON MINI MART	SHELDON SPRINGS	VT CN	135	112
162301	787715	BORDERVIEW GROCERY	CHAMPLAIN	NY CN	119	139
162301	760782	MAYHEW'S CORNER STR.	RICHFORD	VT CN	118	60
162301	767981	BILL'S MINI MART	MORRISONVILLE	NY CN	115	73
162301	752635	SMOKE N NEWS EMPORIUM	PLATTSBURGH	NY TB	113	113
162301	226793	LEWIS TRADING POST	LEWIS	NY SF	110	110
162301	498171	SOUTHSIDE GROCERY	PLATTSBURGH	NY CN	105	102
162301	113858	B & D SUPER MARKET	NORTH TROY	VT SM	76	81
162302	508066	SHARKEY'S II	TICONDEROGA	NY CN	250	257
162302	711841	ANCHOR BEVERAGE	S GLENS FALLS	NY LQ	250	326
162302	766818	LUZERNE MARKET	LAKE LUZERNE	NY CN	235	212
162302	177013	CHESTER MARKET	CHESTERTOWN	NY CN	200	207
162302	699047	HEALD'S CITGO	POULTNEY	VT CN	155	105
162302	177035	HARTFORD IGA	HARTFORD	NY CN	150	146
162302	250716	BONFARE	S GLENS FALLS	NY CN	150	222
162302	640167	ZENATH PETROLEUM	FORT EDWARD	NY CN	150	0
162302	771336	EAST ROAD VARIETY	BENNINGTON	VT CN	150	0
162302	114518	DUTCHIES MKT	WEST PAWLET	VT CN	140	97
162302	651378	BOTTLES & CASES	BENNINGTON	VT LQ	140	128
162302	766966	SHARKEY'S I	TICONDEROGA	NY CN	140	250
162302	114599	WAYSIDE CNTRY STORE	WEST ARLINGTON	VT CN	135	78
162302	177038	SCOTTIES VARIETY	GRANVILLE	NY TB	130	114
162302	670993	FAITH ENTERPRISES	LAKE GEORGE	NY CN	120	57
162302	177079	PUTORTIS BROADWAY MK	WHITEHALL	NY CN	111	104
162302	573906	ZAFAR DAR & SONS PET	QUEENSBURY	NY CN	110	45
162302	760741	LIBERTY MARKET	FAIR HAVEN	VT CN	102	58
162302	705930	B&R GETTY	S GLENS FALLS	NY CN	101	0
162302	705931	RIVERSIDE NICE&EASY	S GLENS FALLS	NY CN	100	8
162302	737465	THE CORNER DELI	S GLENS FALLS	NY CN	100	88
162302	737866	HUDSON MART	HUDSON FALLS	NY CN	100	68
162302	748814	RUTH'S MINI MART	S GLENS FALLS	NY CN	100	24
162302	771337	MAGUIRE'S MARKET	BENNINGTON	VT CN	100	79
162303	489611	BALLTOWN SERVICE INC	ALBANY	NY GS	521	97
162303	363861	FT PLAIN NEWS	FORT PLAIN	NY TB	411	326
162303	767397	KETCHUM'S SERVICE	ALTAMONT	NY GS	371	387
162303	175544	CHAZANS PHARMACY	ALBANY	NY DG	210	157
162303	704360	DOLLAR PLACE	GUILDERLAND	NY CS	208	182
162303	518334	WHAT NOT SHOP	SCHENECTADY	NY OH	125	58
162303	649931	UNITED QUIK STOPS	ALBANY	NY CN	122	144
162303	177457	FT PLAIN BIG M	FORT PLAIN	NY SM	115	99
162303	794579	WESTMERE CITGO	ALBANY	NY CN	100	0
162304	681800	LATHAM NEWS	LATHAM	NY TB	250	122
162304	699172	ZZ PETROLEUM, INC.	BALLSTON SPA	NY CN	229	231
162304	020910	COLONIAL DELI MART	WATERFORD	NY CN	191	192
162304	469082	LATHAM CIRCLE MOBIL	LATHAM	NY CN	189	162
162304	724732	GETTY MART #58704	BALLSTON SPA	NY CN	175	116
162304	624483	U.S. FOOD MART	COHOES	NY CN	143	107
162304	677775	GEMMETT RAINBOW	BALLSTON SPA	NY CN	115	107
162304	619813	BOB'S GROCERY	TROY	NY CN	108	102
162304	361644	WEVER MOBIL MART	HALFMOON	NY CN	105	72
162304	176552	DICK & JERRY'S	GALWAY	NY CN	100	77
162304	410914	SCHAGHTICOKE CARWASH	SCHAGHTICOKE	NY CN	100	77
162304	450796	WILTON MOBIL MART	GANSEVOORT	NY CN	100	86

51854 7709

INDEPENDENT CARTON OUTLETS NOT MATCHING OUR ACCRUAL					
162301	633761	MINOR'S DISCOUNT BEV	ST ALBANS	VT CS	1597
					1378

51854 7710

INDEPENDENT CIGARETTE OUTLETS NOT MATCHING OUR ACCRUAL.						
162301	633761	MINOR'S DISCOUNT BEV	ST ALBANS	VT :CS	1597	1378
162302	636227	APOLLO FUELS	PAWLET	VT :CS	600	66
162304	713344	WASH N DRY LAUNDRY	CORINTH	NY :CS	770	0

51854 7711

ALBANY Division
% RETAIL ACCRUAL MATCH
PAYPOINT ANALYSIS
INDEPENDENT CALLS

PACK:	98 OBJECTIVE:	W/O WITH TOTAL % WITH				W/O WITH TOTAL % WITH				W/O WITH TOTAL % WITH				W/O WITH TOTAL % WITH				W/O WITH TOTAL % WITH			
	% OF CONTRACTED ACCTS.	RETAIL	RETAIL	ACCR.	RETAIL	RETAIL	RETAIL	ACCR.	RETAIL	RETAIL	RETAIL	ACCR.	RETAIL	RETAIL	RETAIL	ACCR.	RETAIL	RETAIL	RETAIL	ACCR.	RETAIL
	WITH RETAILER MATCH	MATCH	MATCH	ACCTS	MATCH	MATCH	MATCH	ACCTS	MATCH	MATCH	MATCH	ACCTS	MATCH	MATCH	MATCH	ACCTS	MATCH	MATCH	MATCH	ACCTS	MATCH
		Dec-97				Mar-98				Jun-98				Sep-98				Dec-98			
ASSIGNMENT:																					
1	100%	20	26	46	57%	12	31	43	72%												
2	90%	23	8	31	26%	10	26	36	72%												
3	90%	8	46	54	85%	9	49	58	84%												
4	100%	14	34	48	71%	11	33	44	75%												
5	90%	21	53	74	72%	21	53	74	72%												
6	100%	3	56	59	95%	3	56	59	95%												
7	90%	15	43	58	74%	0	50	50	100%												
8	90%	23	44	67	68%	9	60	69	87%												
9	90%	16	29	45	64%	0	45	45	100%												
DIVISION:	83%	143	339	482	70%	75	403	478	84%												

CARTON:

ASSIGNMENT:																					
		Dec-97				Mar-98				Jun-98				Sep-98				Dec-98			
1	100%	1	1	2	60%	0	1	1	100%												
2	100%																				
3	100%																				
4	100%	0	1	1	100%	0	1	1	100%												
5	100%																				
6	100%	0	2	2	100%	0	1	1	100%												
7	100%																				
8	100%	0	1	1	100%	0	1	1	100%												
9	100%	0	3	3	100%	0	3	3	100%												
DIVISION:	100%	1	8	9	89%	0	7	7	100%												

C/O:

ASSIGNMENT:																					
		Dec-97				Mar-98				Jun-98				Sep-98				Dec-98			
1	100%	1	2	3	67%	0	3	3	100%												
2	100%	1	11	12	92%	1	8	9	89%												
3	100%	0	4	4	100%	0	4	4	100%												
4	100%	1	5	6	83%	1	8	9	89%												
5	100%																				
6	100%	0	1	1	100%	0	1	1	100%												
7	100%	0	1	1	100%	0	1	1	100%												
8	100%																				
9	100%																				
DIVISION:	100%	3	24	27	89%	2	25	27	93%												

21854 7712

**BUFFALO DIVISION
% RETAIL ACCRUAL MATCH
PAYPOINT ANALYSIS
INDEPENDENT CALLS**

PACK:	98 OBJECTIVE: % OF CONTRACTED ACCTS. WITH RETAILER MATCH	W/O WITH TOTAL % WITH				W/O WITH TOTAL % WITH				W/O WITH TOTAL % WITH				W/O WITH TOTAL % WITH				W/O WITH TOTAL % WITH			
		RETAIL MATCH	RETAIL MATCH	ACCR. ACCTS	RETAIL MATCH	RETAIL MATCH	RETAIL MATCH	ACCR. ACCTS	RETAIL MATCH	RETAIL MATCH	RETAIL MATCH	ACCR. ACCTS	RETAIL MATCH	RETAIL MATCH	RETAIL MATCH	ACCR. ACCTS	RETAIL MATCH	RETAIL MATCH	RETAIL MATCH	ACCR. ACCTS	RETAIL MATCH
ASSIGNMENT:		Dec-97				Mar-98				Jun-98				Sep-98				Dec-98			
1	80%	19	45	64	70%	5	63	68	93%												
2	80%	20	34	54	63%	2	48	50	96%												
3	80+%	0	39	39	100%	0	40	40	100%												
4	80+%	3	49	52	84%	3	54	57	95%												
5	80%	40	31	71	44%	20	47	67	70%												
6	80+%	3	19	22	86%	1	24	25	96%												
7	80%	21	18	39	46%	9	33	42	79%												
DIVISION:	80%	106	235	341	69%	40	309	349	89%												

CARTON:

ASSIGNMENT:		Dec-97				Mar-98				Jun-98				Sep-98				Dec-98			
1																					
2																					
3																					
4	80%	2	0	2	0%	2	0	2	0%												
5	80%	5	1	6	17%	1	2	3	67%												
6	100%	0	1	1	100%	0	1	1	100%												
7	80%	10	4	14	29%	1	12	13	92%												
DIVISION:	80%	17	6	23	26%	4	15	19	79%												

C/O:

ASSIGNMENT:		Dec-97				Mar-98				Jun-98				Sep-98				Dec-98			
1						0	2	2	100%												
2						0	1	1	100%												
3	100%	0	17	17	100%	0	1	1	100%												
4																					
5	100%	0	2	2	100%	0	2	2	100%												
6	100%	0	35	35	100%	0	2	2	100%												
7	100%	0	3	3	100%	0	5	5	100%												
DIVISION:	100%	0	57	57	100%	0	12	12	100%												

51854 7713

Buffalo Division reservations not included in Buffalo Division numbers.

**NASHUA DIVISION
% RETAIL ACCRUAL MATCH
PAYPOINT ANALYSIS
INDEPENDENT CALLS**

PACK:	98 OBJECTIVE: % OF CONTRACTED ACCTS. WITH RETAILER MATCH	W/O WITH TOTAL % WITH				W/O WITH TOTAL % WITH				W/O WITH TOTAL % WITH				W/O WITH TOTAL % WITH				W/O WITH TOTAL % WITH			
		RETAIL MATCH	RETAIL MATCH	ACCR. ACCTS	RETAIL MATCH	RETAIL MATCH	RETAIL MATCH	ACCR. ACCTS	RETAIL MATCH	RETAIL MATCH	RETAIL MATCH	ACCR. ACCTS	RETAIL MATCH	RETAIL MATCH	RETAIL MATCH	ACCR. ACCTS	RETAIL MATCH	RETAIL MATCH	RETAIL MATCH	ACCR. ACCTS	RETAIL MATCH
		Dec-97				Mar-98				Jun-98				Sep-98				Dec-98			
ASSIGNMENT:	1	90	7	49	56	88%	2	51	53	96%											
	2	90	8	33	41	80%	4	37	41	90%											
	3	90	16	35	51	69%	8	47	55	85%											
	4	90	5	26	31	84%	3	32	35	91%											
	5	80	16	30	46	65%	11	32	43	74%											
	6	90	21	39	60	65%	19	39	58	67%											
	7	85	11	25	36	69%	9	26	35	74%											
DIVISION:	80	84	237	321	74%	56	264	320	83%												

CARTON:

ASSIGNMENT:		Dec-97				Mar-98				Jun-98				Sep-98				Dec-98			
1	100																				
2	90	0	3	3	100%	0	3	3	100%												
3	100	1	1	2	50%	1	1	2	50%												
4	100	1	2	3	67%	0	2	2	100%												
5	100	1	0	1	0%	0	1	1	100%												
6	100	0	2	2	100%	0	2	2	100%												
7	100	0	1	1	100%	0	1	1	100%												
DIVISION:	80	3	9	12	75%	1	10	11	91%												

C/O:

ASSIGNMENT:		Dec-97				Mar-98				Jun-98				Sep-98				Dec-98			
1	100	0	2	2	100%	0	2	2	100%												
2	100	1	2	3	87%	0	2	2	100%												
3	100	0	1	1	100%	0	1	1	100%												
4	100	0	13	13	100%	0	13	13	100%												
5	100	0	10	10	100%	0	10	10	100%												
6																					
7	100	0	6	6	100%	0	6	6	100%												
DIVISION:	100	1	34	35	97%	0	34	34	100%												

51854 7714

Individual Business Plans

51854 7715

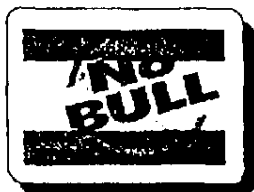
JOHN CHICCARELLI

1998 OBJECTIVES



GOALS
AND
STRATEGIES

51854 7716



Availability

- ☐ Achieve 98% availability on Winston and Camel base brands by 2/28/98 and maintain.
- ☐ Achieve 95% availability on Winston opportunity brands by 3/31/98 and maintain. To include both Ultra Box styles, Light 85 & 100's and Light Box & Light Box 100's.
- ☐ Achieve 95% availability on Camel opportunity brands by 3/31/98 and maintain. To include both Menthol, Wides, and Kamel styles.
- ☐ Achieve 95% availability on all Doral work plan brands including Box styles by 3/31/98

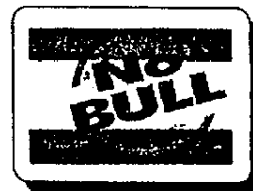
ACTION PLAN

- ☒ Utilize Product Availability Report to seek out problem accounts.
- ☒ Target problem stores and **OVERCALL** on until situation is rectified.
- ☒ Identify the problem using the discovery process, and utilize needs selling to fix for the long term.
- ☒ Help account to establish proper ordering procedures, Using RJR Order Guides.
- ☒ Recruit Wholesaler, Jobber Rep, as partner for assistance.
- ☒ Be creative with display dollars to gain distribution and secure availability.
- ☒ Attack the problem with a sense of urgency.

51854 7717



PRESENCE



PACKAGE AND CARTON OUTLETS

- ☐ Increase independent level 2/3 contracts to 80+ % of all package contracts within assignment (excluding RA's) by decreasing the current number of level 1 (15) and enhancing to level 2/3. Focus on the targeted stores: **Cathi & Dons, GMB Discount, Proctors Store, Greys Meat Market, Kingsbury Country, Lyles Superette, Stinsons Village, Jakes Market, and Daytons Store.**
- ☐ Maintain / decrease the 3 PM exclusive accounts of which 2 are also RJR Lockouts. Focus upon **Vergennes Variety** and **Clarks IGA** (where prudent). Additionally, **Cannan Cash Market** is a RJR lockout which is not a PM exclusive.
- ☐ Decrease the number of Independent pack calls where RJR does not have contracted presence but is neither a PM exclusive or RJR lockout. Focus on **Small City Market.**
- ☐ Maintain / Improve RJR's current contracted presence in **South Main Yankee** chain. Secure Level 2 or 3 position in **Dart 2** location and maintain RA contracts in **Woodstock** and **Ascutney** locations.
- ☐ Maintain / Improve current contracted presence in the **Foodstop** chain.
- ☐ Maintain / Improve contracted presence in the **Bradford Oil** chain.
- ☐ Seek Level 2 contracted presence in the **Sherman V. Allen** chain.
- ☐ Through the discovery process, identify key carton players and maintain, gain and or improve needed presence. Focus on **Birney's Mini Mart.**

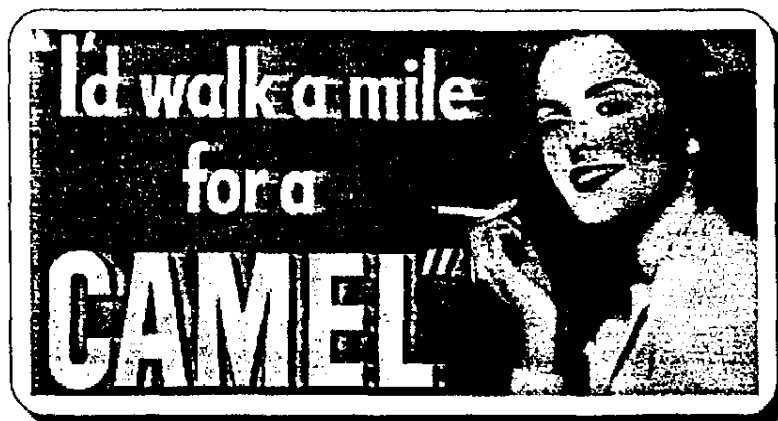
51854 7718



ACTION PLAN

- ☑ Utilize the **bundling approach** in targeted accounts to enhance contracted presence.
- ☑ Again, **attack with a sense of urgency**. In the State of Vermont, legislation has already been passed which will change the retail environment to all non self-service by January 1, 1999. Federally, the future is uncertain. Now is the time to capitalize on all available RDA dollars, promotions, and displays to maximize potential share growth and profits for both RJR and Retailer.
- ☑ With the Winston equity test being conducted, dedicating separate displays for both Camel and Winston has become even more important. Each brand now has different promotions denominations, and time frame. Dedicated displays help to minimize consumer and retailer confusion.
- ☑ Maximize flexibility potential of APD displays to address space concerns.

51854 7719



CIGARETTE TOBACCO STORES

- ☐ Maintain year end 1997 CIV contracted universe in T & R Sidelines (Level 2 Enhanced) and West Addison General Store (High Savings). Continue presentation to West Addison General to obtain Level 2 Enhanced contract.

ACTION PLAN

- ☒ Seed has been planted in West Addison general to re-merchandise entire Cigarette department, with a view to a Zone merchandising concept.
- ☒ T&R Sidelines: In 1997 a serious look at the 3 P's was addressed. Inadequate advertising, Display placement, and savings promotions were identified as weak links. After addressing these concerns, in the second half of 1997, FP SOC grew 3.4% to (35.8%) and BS SOC grew 7% to (28%).

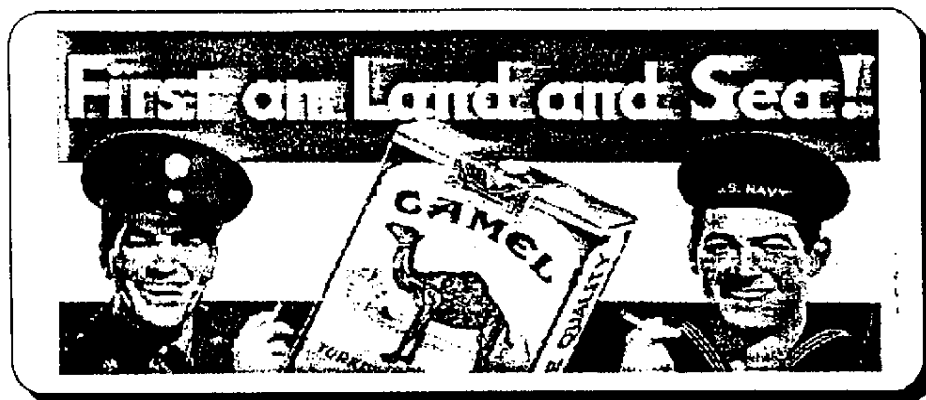
PDI PLACEMENT AT RETAIL

- ☐ Insure 100% is placed at retail by 6/30/98

ACTION PLAN

- ☒ Maintain manual tracking sheet to insure placement of PDI is used in the most effective locations as well as meeting time frame.

51854 7720



PROMOTION

RETAIL ACCRUAL MATCH

- ☐ Achieve 90% Match Option in contracted package outlets.
- ☐ Achieve 90% Match Option in contracted carton outlets.
- ☐ Achieve 100% Match Option in CTS outlets.
- ☐ Insure 25% usage / reporting each Quarter during 1998 with 100% usage by year's end.
- ☐ Insure Retailer Match option is included on each quarter's promotion sheet for a true PARTNER POINT OF DIFFERENCE.

ACTION PLAN

- ✓ Target the 6 stores remaining, without Accrual Match. **Bellomo's, Benny's, Harrington's, Leo's, Main Street Cash, and Otter Valley.**
- ✓ Utilize Needs Selling, Bundling approach, and Partnership to create potential point of difference programs to achieve objective.

51854 7721



PRICING STRATEGIES

- ☐ Utilize RJR,s resources for a true BUNDLING approach to positively impact the retailer's profitability and RJR's 3 P's
- ☐ Winston Equity: Match Marlboro tactic for tactic in all PARTNER ACCOUNTS with the exception of up to +\$.50 per carton in CTS locations to obtain a true point of difference using the Retailer's Accrual Match. Maintain current \$1.50 off carton in CTS locations during plan A periods.
- ☐ Camel: Insure 1.3 weeks of an average weeks business on displayed product per month during Plan A periods. Match Marlboro during Plan B periods or GAP whichever is greater. (Excluding CTS Stores).
- ☐ Doral: Follow ceiling strategy in all partner outlets. Implement our Doral EDLP where prudent. E-mail DM monthly with updated comprehensive list of stores.
- ☐ VAP: Maximize throughout assignment in 100% of contracted PARTNER ACCOUNTS and other prudent non PM Exclusive and or non RJR Lockout accounts.

ACTION PLAN

- ☒ Continue to sell accounts on proper pricing strategies for maximum profits.
- ☒ Utilize Profit Percentage Wheel, as well as Penny Profit presentation in laptop to address Gouging situations.
- ☒ Defend Camel business per GAP strategy in PARTNER ACCOUNTS using maximum allowable discount, where prudent.

51854 7722



PRODUCTIVITY

CALL PER DAY

- ☐ Through proper planning, discovering and implementing alternative methods, average making 8.5 calls per day (Holidays, Vacations and Meetings excluded).

COVERAGE

- ☐ Insure 100% coverage is achieved for each reporting period, inclusive of quarterly calls.

PLANNING

- ☐ Prepare and follow monthly schedule.
- ☐ Insure DM receives a copy of schedule by the 25th of the preceding month.
- ☐ Prepare Quarterly promotional sheets for 100% of RJR partner accounts during the second month of each quarter for the following quarter. These sheets are to be delivered and discussed with the retailer and Retail Rep's during the last month of the quarter, prior to the start of the new quarter. Insure quantities are listed by brand family, to include any and all buydowns (for bundling explanations). 25% of Accrual Match to be included each period.
- ☐ Business Building Plans: To be developed for each partner account, which specifically document issues / opportunities to grow Retailer's profit and sales; and RJR's sales and share of market. Objectives are to be specific with anticipated SOM growth on RJR brands. These plans are to be used for pre-call knowledge and monthly planning.

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ALTERNATIVE METHODS

- ☐ Insure all Partner stores handle buydown invoices, keep contracted displays filled properly, maintain our POS / PDI and place pricing POS during increase periods and between Plan A & B periods.
- ☐ Utilize the LAPTOP to be more effective and efficient with monthly scheduling preparation of QUARTERLY PROMOTION SHEETS.

ACTION PLAN

- ✓ Planning is the key to achieving call count, and coverage objectives. Only a well thought out action plan, in the form of a monthly schedule, will allow you to make each call with a specific purpose, ensuring these and other objectives are met.
- ✓ Just as planning is critical, so is proper communication and accuracy. The information on the Quarterly Planning Sheets needs to be as accurate as possible going into each quarter, then conveyed to both the Retailer and Retail Rep's ASAP
- ✓ Maintain a Master sheet of entire assignment containing certain information, IE: GAP amount, Kamel Display and / or Winston Ultra display authorization, and notes for accrual spending.

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~~ROU Overview~~
Doral / Monarch

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BUFFALO REGION

SHARE OF SAVINGS BUSINESS

	<u>SHARE OF CATEGORY</u>	<u>SHARE OF RJR SAVINGS</u>
TOTAL RJR	35.64 %	
DORAL	17.48 %	49.00 %
MONARCH	7.57 %	21.02 %
FORSYTH	10.16 %	28.50 %

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OBJECTIVE: Transition from open discounting/ ceiling strategy to the E.D.L.P. world for Monarch without losing dramatic business.

Scenario 1

Present E.D.L.P. everywhere , but have fall back of \$ 2.00 off

Pro's--

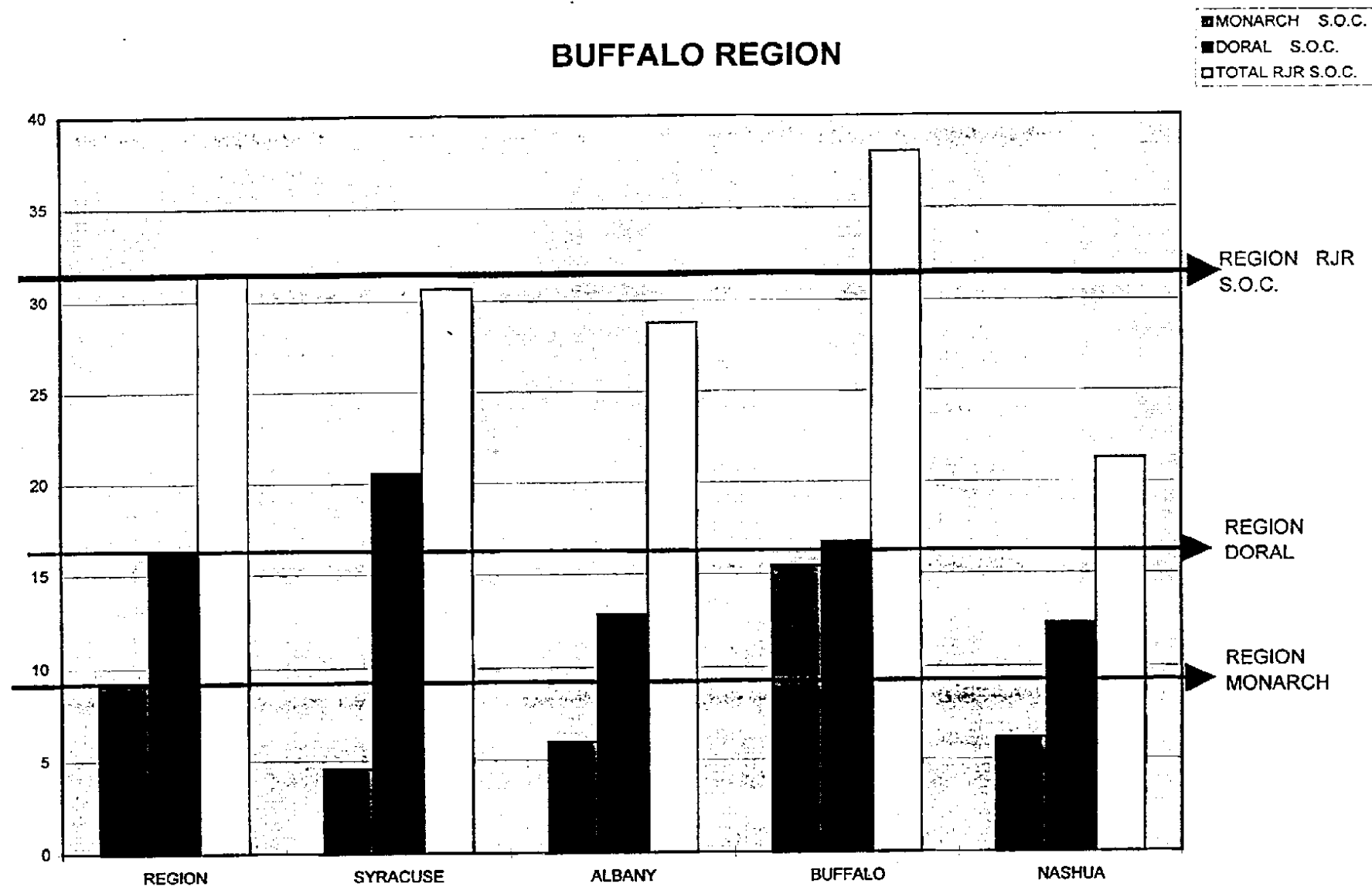
- Continued wide support for Monarch
- Avoid trade issues

Con's--

- High cost
- Possibly delaying the inevitable ?

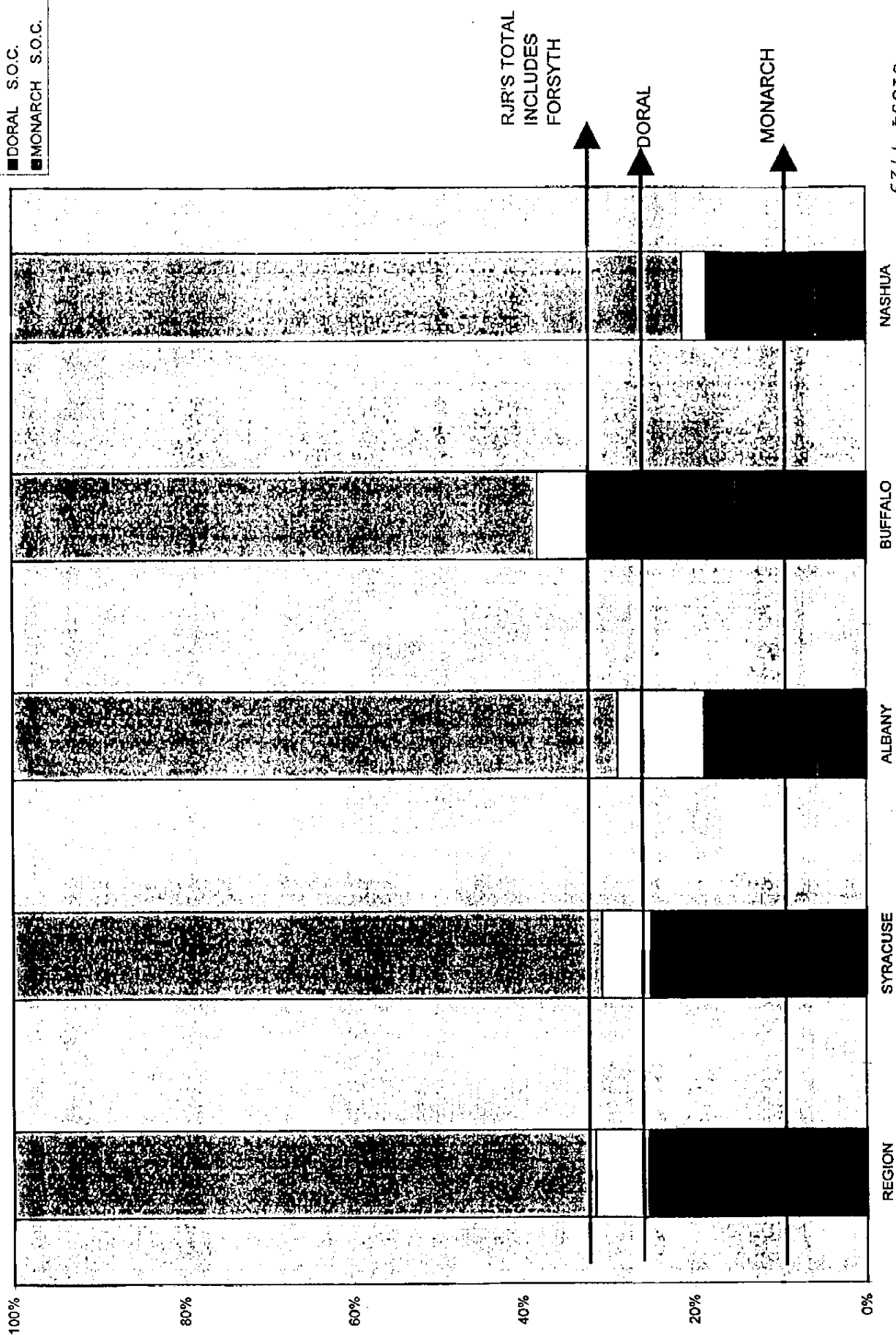
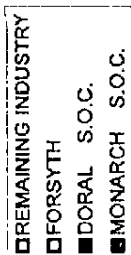
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BUFFALO REGION

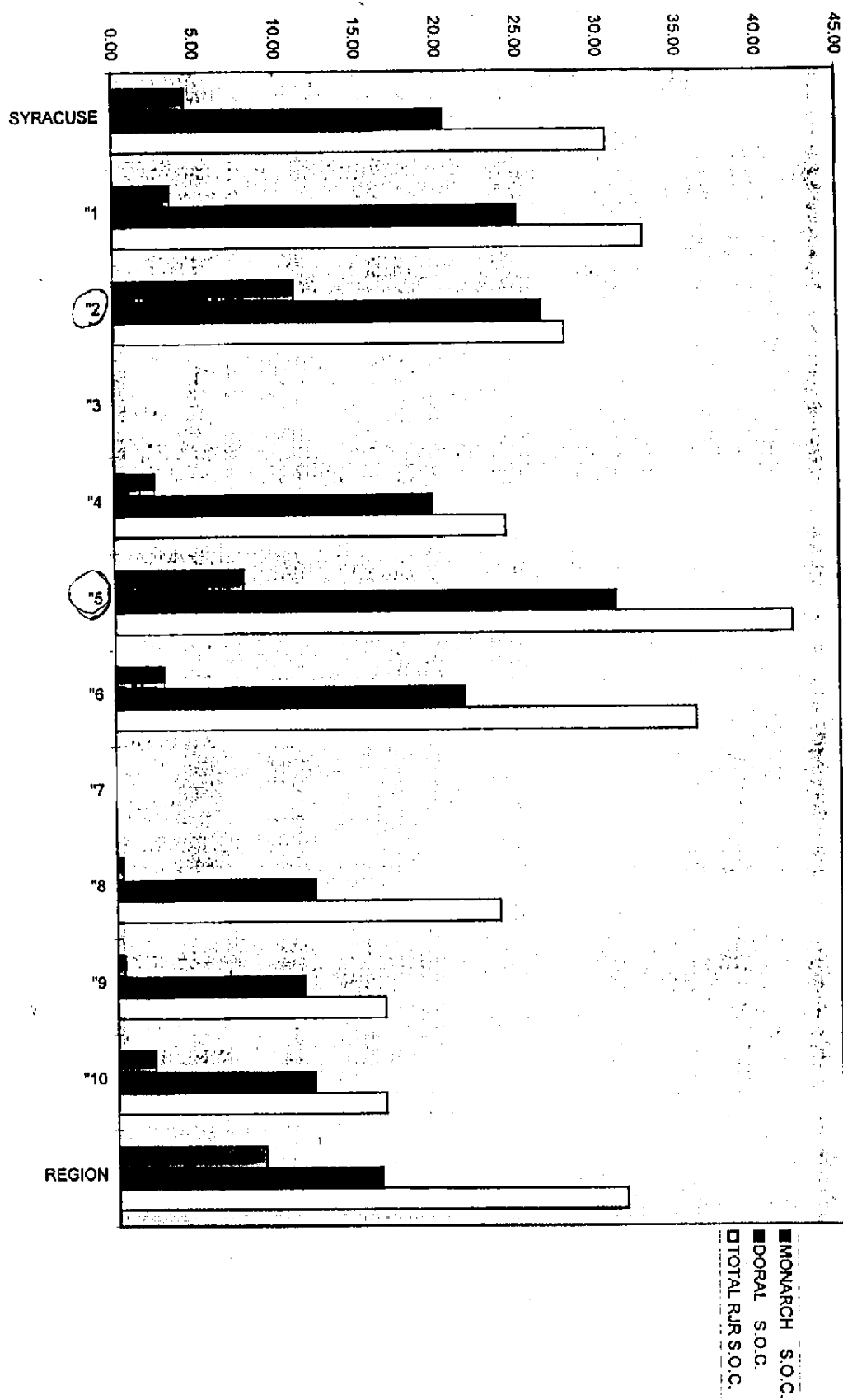


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SHARE OF SAVING CATEGORY



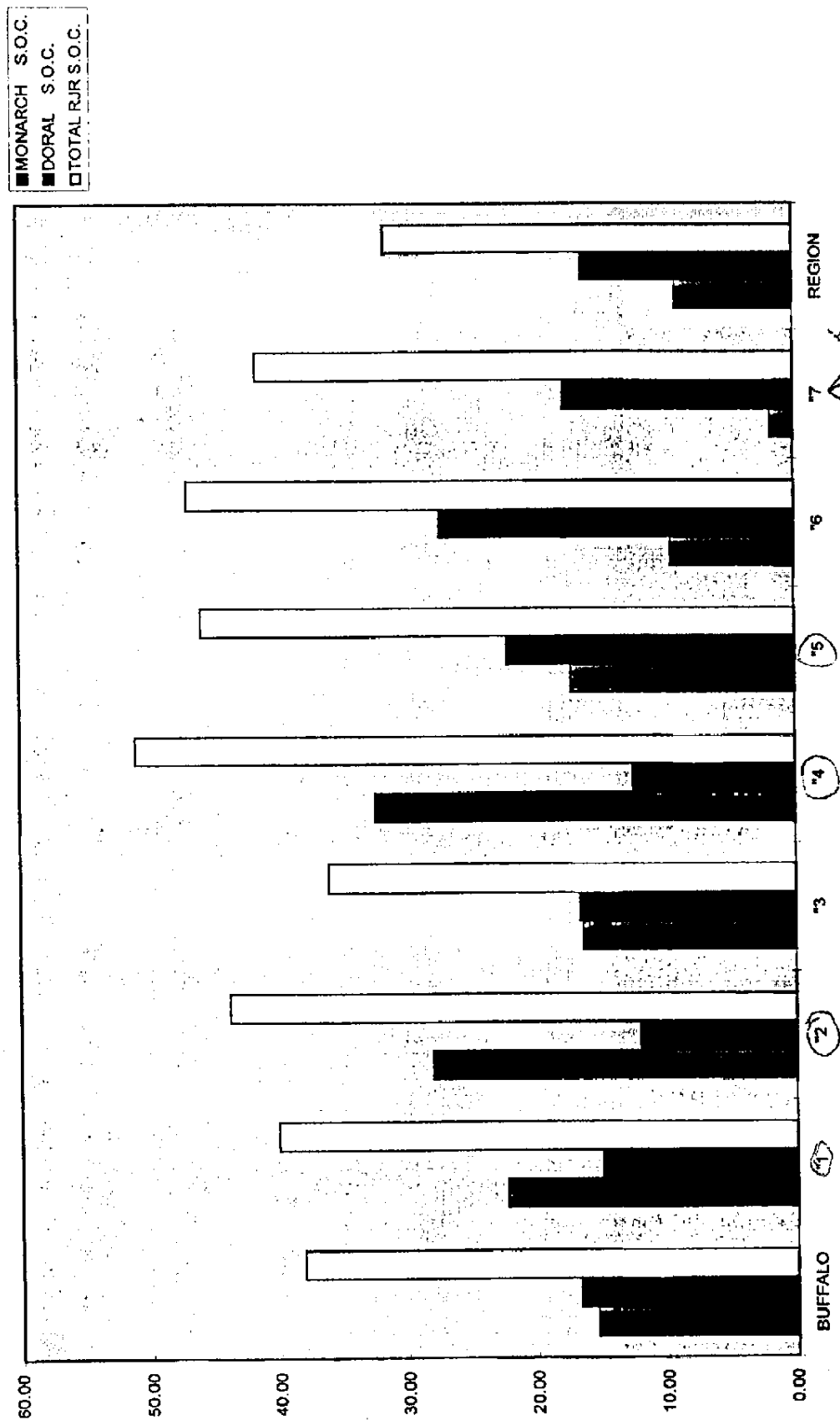
SYRACUSE



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Sheet1 Chart 8

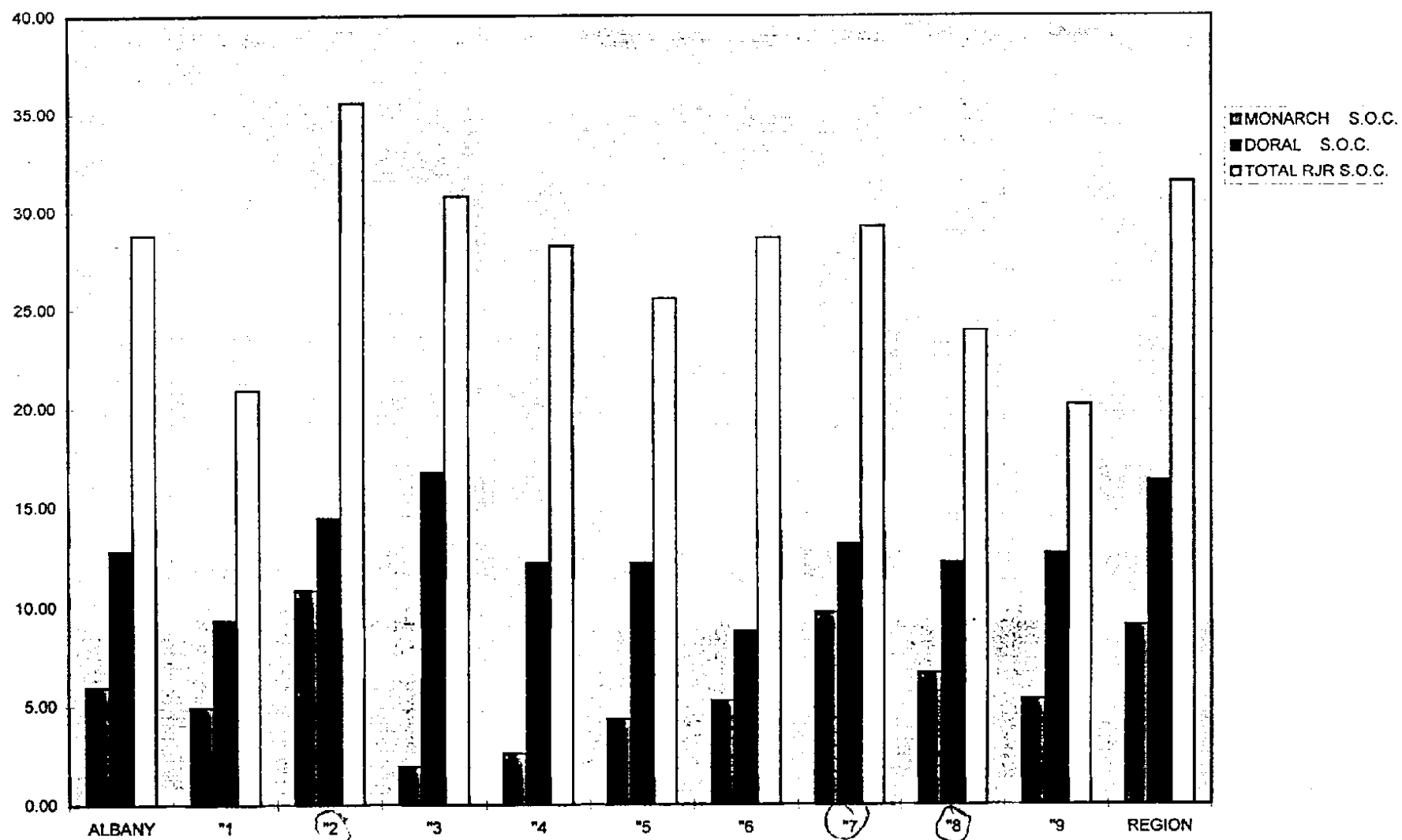
BUFFALO



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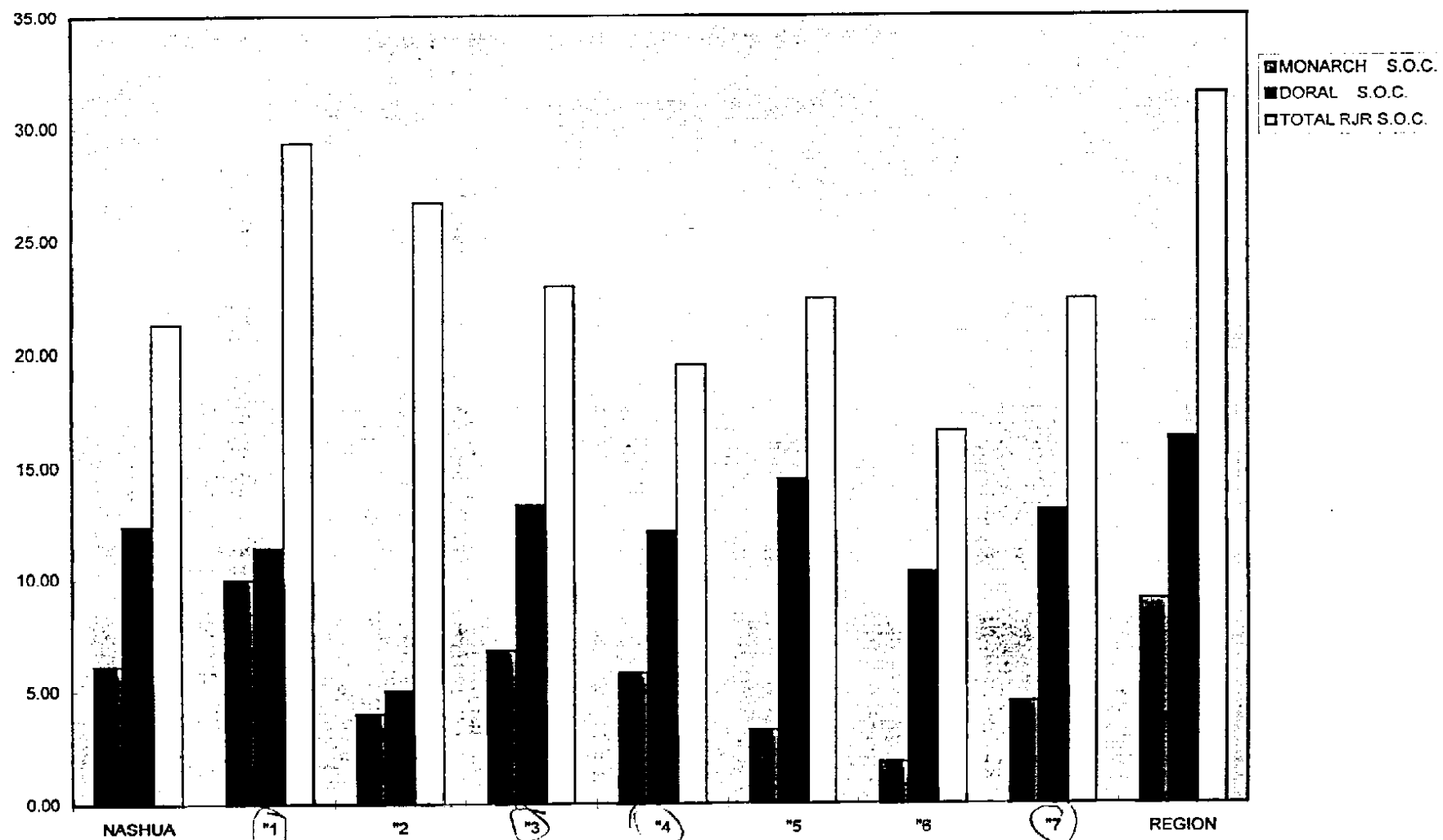
Sheet1 Chart 7

ALBANY



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NASHUA SHARE OF SAVINGS



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Scenario 2

Scenario # 1 , but work fall back program in targeted area's

Pro's--

- Continued wide support for Monarch
- lower cost

Con's--

- Creation of trade issues
- Possibly delaying the inevitable ?

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Scenario 3

- * Sell large pkg./ctn combination floor displays to key high volume accounts within targeted areas. Offer open buydown to these account with no E.D.L.P. contract.
- * Sell E.D.L.P. contract where possible with strict guidelines to remaining accounts

Pro's--

- Continued wide support for Monarch
- lower cost

Con's--

- Creation of trade issues , can we manage ?